Rob Mercier

Solutions Architect, LAMP stack & web development, database & business rules integration, front-end development, CMS integration, API programming & integration

rob.mercier00@gmail.com

781-475-0948

http://robmercier.me

LinkedIn: https://www.linkedin.com/in/robmercier/

Twitter: https://twitter.com/rmerc00

GitHub: https://github.com/robmercier00

Flickr: https://www.flickr.com/photos/guitarsongs00/

Experience

Web Developer & Solutions Architect   *Pure Incubation*
July 2014 – Present   *Topsfield, MA*

Full LAMP stack development for user-facing public web applications, as well as administration consoles and dashboards, API integration with 3rd-party CMS & ESP (Email Service Provider) systems. Client and partner communication for inter-system integrations.

Serve as team lead/technology lead for business-facing and public-facing applications.

Provide guidance to development teams for new technology adoption, coding best practices, and whole-business application integration. Provide business rules and domain history as relates to application enhancements and bug fixes.

Provide architecture guidance and feasability documentation for enhancement requests and new features. Serve as bridge between business owners and development teams to arrive at solutions that best fit business needs, while maintaining development practices.

Create proof-of-concept applications using new technologies (microservices concepts, Docker, AWS) and guidelines to development team for application re-architecture and maintenance.

Key technologies include PHP, MySQL, HTML, CSS, JavaScript/JQuery/AJAX, XML, Docker, AWS (API Gateway, ECR, ECS, EC2, S3).

Junior Developer   *Pure Incubation*
July 2013 – July 2014   *Topsfield, MA*

Full LAMP stack development for user-facing public web applications, as well as administration consoles and dashboards

Key technologies include PHP, MySQL, HTML, CSS, JavaScript/JQuery/AJAX, XML, Selenium WebDriver, and various free & open source tools

Content & Social Marketing Manager   *Pure Incubation*
June 2011 – July 2013   *Topsfield, MA*

Campaign planning, content selection, and production of daily e-newsletters

Building brand, membership, network opportunities, and other programs supporting the growth of Pure Incubation online communities in the companies' vertical markets

Marketing to online member audiences to grow community, foster ongoing relationships, and create a positive member user experience

Community Specialist   *Sermo*
January 2011 – June 2011   *Cambridge, MA*

Coordinate and execute email marketing programs to physician community

Develop, track, and report performance measurements for community moderation and support

Take in and resolve incoming day-to-day email and phone support requests from members of the physician community

Stay connected to member satisfaction levels. Proactively work with the necessary departments to improve overall satisfaction

Associate Manager of Lead Generation Programs *Ziff Davis Enterprise*
April 2008 – December 2010 *Topsfield, MA*

Lead Generation

Created & edited content for business-to-business marketing newsletters

Created & edited HTML & text templates for newsletters

Designed newsletter/Website functionality that immediately increased lead conversions by 50%

E-mail Marketing

Implemented global redesign of all Web Buyer's Guide newsletters

Created new design for 4 additional Web Buyer's Guide newsletters

Improved IP sender reputation for Web Buyer's Guide brand newsletters to an average of 95%

Maintained exceptionally low spam/abuse complaint levels for Web Buyer's Guide newsletters

Social Media

Increased Web Buyer's Guide Twitter followers by approximately 32% per month

Implemented plan to increase Web Buyer's Guide presence across various social media networks

Implemented social media marketing along with newsletter marketing initiatives

Utilized various tracking and social marketing tools to further Web Buyer's Guide lead generation and demand generation initiatives

Education

University of Massachuestts-Lowell - 2000

Bachelor of Music - Sound Recording Technology
Cum Laude
President - Audio Engineering Society Student Chapter