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Ryan Taylor

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| Objective |  | Independent self-starter with robust set of web-development skills seeking a career opportunity with a well-established organization in order to produce high-end, proficient, and performant web solutions. |
| Skills & Abilities |  | Expert-level knowledge of PHP, MySQL, jQuery, HTML5, and CSS3 leveraging toolkits such as Compass/SASS, Git, Bootstrap, Vue, Laravel, WordPress, CodeIgniter, and Fuel CMS  Familiarity with Drupal and ExpressionEngine |
| Experience |  | SENIOR WEB DEVELOPER, WEDU *2012 - Current*  Develop, test and document various client web interfaces ranging from SAAS-model direct marketing platforms, custom Content Management Systems, membership eCommerce platforms, custom WordPress themes, custom WordPress plugins and static HTML sites all built to be responsive and cross-browser compatible. Involved in every step of the development life-cycle from concept, to specification, to estimation, and finally to production. Collaborate with creative department and account managers to develop soundest approach in order to deliver on client’s needs while maintaining budgetary restraint. Responsible for vetting client business needs against potential third-party solutions versus custom internal solutions. Take design concepts from vision to reality delivering solutions based on SEO best practices and page optimization for load-time and mobile concerns all while delivering a highly stylized, modern front-end. Maintain internal template used as boilerplate for custom CMS-driven sites. Mentor junior developers on best practices and approaches for building object-orientated, MVC architecture. Learn new technologies as needed to deliver on the client’s needs. Integrated with Authorize.net, Stripe, MMS Education custom API, Facebook API & SDK, Twitter SDK, Flickr API, ExactTarget/Salesforce Marketing Cloud API, NCR Customer Power email delivery system and many others. WEB DEVELOPER, BLUE SEAL FEEDS *2003 - 2012*  Responsible for design and maintenance of all branded websites. Streamlined original code for optimal scalability, maintenance and usability. Integrated site search and Google Analytics to better track user activity and trends and isolate needs from real use-cases. Developed user opt-in system for coupons and promotions for SentinelFeed.com and ByNaturePetFoods.com to help generate interest in product and develop a database of end-users for future promotions. Built Frequent Buyer system to enroll and process new entries for multiple brands that integrated between consumer-facing web presence and proprietary internal system. Developed interactive Dealer Locator systems for multiple brands that captures input and reports results for trend analysis. APPLICATION SUPPORT / DEVELOPER, BLUE SEAL FEEDS *2001 - 2012*  Developed transition of proprietary Point-of-Sale system for company stores from ASCII COBOL interface to GUI VB.NET interface utilizing MSSQL. Revised inventory management aspect of system for more detailed reporting of demand expectation and streamlined ordering through direct distribution channel. Built system with scalability in mind so we could offer the software to our privately owned dealer network. Managed project for revisions, bug fixes and enhancements as reported via user network.  Designed and developed proprietary COBOL-based GUI internet portal for dealer network that allowed for locations to develop customized retail pricing scheme that would react to market-driven cost changes. |
| Education |  | Southern New Hampshire University – B.S. Information Technology |