
About Me	Full-stack engineer with 25+ years of experience building scalable, high-performance web applications. Expert in Laravel, modern JavaScript frameworks, and Linux ecosystems. Passionate about clean, responsive UIs, optimized APIs, and data-driven solutions that fuel growth for startups, enterprises, and high-traffic platforms. Known for blending technical leadership with a hands-on approach to delivering exceptional results.
Core Skills	Backend & APIs: PHP, Laravel, Node.js, RESTful APIs, OAuth Frontend: Vue.js, Tailwind CSS, Responsive UI, JavaScript (ES6+) Databases: MySQL, PostgreSQL, MongoDB, SQLite DevOps & Cloud: AWS, NGINX, Linux VPS, Docker, Git, CI/CD, Agile/Scrum Other Expertise: AI Integrations (OpenAI, Claude, Grok), Shell Scripting, Performance Optimization, API Scaling
Professional Experience	<p>Digital Initiatives LLC – Lead Web Developer 04/2016 – 09/2025</p> <ul style="list-style-type: none">• Architected and implemented the core infrastructure for Prudent Pet, building a scalable foundation to support high-traffic applications and future growth.• Planned and executed full software development lifecycle (SDLC) for multiple platforms — from requirements gathering to deployment and ongoing maintenance.• Recruited, onboarded, and led a specialized team of developers, aligning talent with technical needs to ensure efficient delivery of high-quality code.• Maintained and optimized a portfolio of over 50 WordPress websites and approximately 6 additional custom applications, including platforms for Prudent Pet, ClaimPix, and MoveMatcher.• Implemented best practices for CI/CD, version control, and system monitoring, ensuring high uptime, security, and performance across all applications. <p>PCTEL (formerly Nexgen Wireless) – Web Developer 05/2011 – 11/2015</p> <ul style="list-style-type: none">• Designed and maintained enterprise analytics platforms for leading telecom companies to drive network performance optimization.• Built a custom reporting engine with automated Excel outputs and dynamic data visualizations.• Streamlined database operations, optimizing PostgreSQL queries with caching and pagination to deliver faster results for high-volume datasets.• Directed a front-end redesign, implementing responsive layouts and a modern routing structure for improved usability. <p>ForSaleByOwner (Tribune Company) – Web Developer 08/2009 – 05/2011</p> <ul style="list-style-type: none">• Implemented platform-wide upgrades, including high-volume photo management workflows and API-driven property appraisal integrations.• Built admin-facing modules for granular financial reporting and batch data

operations.

- Refactored core systems to align with modern coding standards, enhancing performance, maintainability, and scalability.

Tukaiz Marketing– Web Developer 02/2008 – 08/2009

- Built a geo-based lead assignment platform integrating Google Maps API for accurate regional targeting.
- Developed email automation systems capable of delivering 3M+ targeted emails weekly.
- Engineered robust data management systems, enabling streamlined workflows across the organization.

Zacks Investment Research – Web Developer 04/2007 – 02/2008

- Delivered a custom CMS to support multiple high-traffic financial websites with permission-based controls.
- Re-architected core platform modules for better scalability and maintainability.
- Championed the adoption of MVC frameworks and version control best practices to modernize development processes.

Where2GetIt – Web Developer 12/2006 – 04/2007

- Built a high-performance reporting application for data aggregation and analysis, improving client insights.
- Enhanced client-facing tools with cleaner UIs and improved conversion workflows.

Motorola – System Administrator / Developer 03/1998 – 12/2006

- Managed and maintained Unix and Windows environments, including installation, configuration, and upgrades of workstations, servers, software, and operating systems.
- Administered IIS and Apache web servers hosting over three dozen high-traffic internal dynamic applications built with ASP.NET, PERL, and PHP.
- Designed and developed a robust job tracking web application for the internal hardware machining division, enabling real-time order management, tracking, and reporting across multiple teams.
- Automated operational workflows by developing and integrating scripts for account management, newsletters, and content publishing modules.
- Streamlined IT operations by automating the department's operating system image rollout process, reducing manual setup time and ensuring consistent deployments across the organization.

Education &
Certifications

M.S., Computer Information Systems – University of Phoenix, 2000

B.S., Electrical Engineering – DeVry Institute of Technology, 1994

Certifications: MCSA, CompTIA Security+, Network+, A+