

Heriberto “Eddie” Padin

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“The defining factor for success is never *resources*, it's *resourcefulness*.”

Chicago-based web developer and marketing consultant with 10 years of print and online marketing experience. An excellent communicator who offers a no-nonsense approach to developing and executing comprehensive marketing, branding, and DevOps-based web development strategies. Natural problem solver who performs best when working in a collaborative team-based environment which provides challenging scenarios and allows the opportunity to consistently expand intellectual and professional skill sets.

KEY TECHNOLOGIES

Web Tech & Frameworks:

PHP (OOP), Laravel 5.x, ReactJS, Redux, Bootstrap 3.x/4.x, Material UI, JQuery, HTML, CSS, SASS, SCSS

Database & ORM: MySQL

Application/Web Server:

Apache, Nginx, AWS (Ec2, RDS, S3, Route53)

Build/Package Utilities:

webpack, npm, yarn, bower, composer, artisan, wp-cli

Versioning & Deployment:

Git, Continuous Integration and deployment methodologies; SSH & various UNIX CLI & shell utilities

CMS:

WordPress, Magento, Joomla, Drupal, October, Asgard

Design Utilities:

Adobe Design Suite, Illustrator, Indesign, Photoshop

Productivity:

Google Suite, Analytics & Webmaster Tools

PM/Issue Tracking Platforms:

Youtrack, Asana, Phacility/Phabricator, Wrike, Jira

EXPERIENCE

SENIOR PROJECT MANAGER / DEVELOPMENT TEAM LEAD

Lamplight Marketing Solutions

January 2017 – Present

- + Consulting and e-commerce design/development services
- + Marketing strategy development and execution
- + Brand consulting, development & implementation
- + Front-End and Back-End web development with strong focus on WordPress and Laravel
- + Build and manage remote product development teams, including Back-End developers, copywriters, graphic designers, and SEO specialists
- + Coordinate directly with clients on DevOps focused development and deployment practices
- + Bespoke vanilla PHP development

SENIOR PROJECT MANAGER / DEVELOPMENT TEAM LEAD

Vacarent, LLC

March 2018 – October 2018

- + Managed technology implementations and strategies company-wide
- + Maintained a 1.6M line code base built on the Laravel framework
- + Managed all bug tracking and feature integrations
- + Oversaw all code reviews and code inspection processes
- + Refactored legacy codebase to latest framework specifications and modern development standards
- + Developed and implemented workflow processes and utilities
- + Built and managed remote product development teams including Back-End developers, copywriters, graphic designers
- + Coordinated directly with CEO on DevOps focused development, version control, and deployment practices
- + Managed all outsourced development partners, as well as an internal team of 3 full-time engineers

FRONT-END WEB DEVELOPER

Coeus Technologies

October 2017 – March 2018

- + Mobile first Front-End web development
- + Software UI/UX Design
- + Coordinated with project manager and engineering team to integrate Front-End concepts
- + Built and managed WordPress-based websites
- + Tested, debugged, and troubleshooted development and production builds

OPERATIONS DIRECTOR AND TECHNOLOGY CONSULTANT

Entertainer Media

January 2010 – January 2017

- + Conducted Front-End web development, brand development, team management, event management, marketing, and promotional activities for entire organization
- + Coordinated directly with small business and enterprise clients in development and execution of tailor-made online, print, and on-premises marketing campaigns
- + Offered e-commerce consulting services to a wide range of small businesses; such as construction, hospitality, and financial industries

Notable Campaign Initiatives:

- + Jameson Mixer Mashup: Bespoke regional rebranding campaign developed and executed on behalf of Jameson Irish Whiskey/Diageo International. Targeted multiple college markets as part of a larger scale statewide contest involving over 3 dozen venues. Included tailor-made web, social, and mobile marketing concepts.
- + Stella Artois Bartender of The Year: Bespoke annual regionally-focused marketing campaign developed and executed on behalf of Anheuser Busch/InBev distributors. Campaign continued for 5 years and became a staple in the Northern Indiana hospitality industry.

PUBLISHER / LEAD MARKETING STRATEGY AND DEVELOPMENT

Michiana Entertainer

February 2008 – July 2016

- + Managed day-to-day operations
- + Oversaw/Managed staff of over 10 full time graphic designers, writers, photographers, web developers
- + Fiscal projections and budgeting
- + Team management and staff scheduling
- + Editorial/Design/Production Workflow Management
- + Advertising sales and marketing development
- + Direct coordination with clients to ensure quality and trajectory of bespoke marketing campaigns

Notable Accomplishments:

- + Successfully bootstrapped startup in a declining industry during an economic recession
- + Became the largest distributed Entertainment/Culture publication in the Northern Indiana market
- + Exclusive print marketing partner with Anheuser Busch for Northern Indiana markets 2009-2012
- + Successfully transitioned to full-service marketing firm as overall print marketing industry declined

Notable Clients:

Anheuser Busch, Miller-Coors, Diageo International, Boyd Gaming, City of South Bend

SKILLS

- + Sales and client relationship development
- + Project/Team management utilizing SCRUM/Agile methodologies with a strong focus on DevOps
- + Bespoke marketing strategy and brand identity development
- + E-commerce, email marketing and list management, subscription-based membership portals, and merchant/payment gateway integrations
- + Social media content and creative development
- + Google Analytics and Google Tag Manager integration and optimization
- + Editorial management and scheduling
- + Print Pre-Press/Production workflows and methodologies
- + Googling stuff

INTERESTS

Behavioral marketing and psychological segmentation, applied mathematics, developing custom productivity and workflow methodologies based on DevOps principles, e-commerce strategy, network security, pen-testing, and server/network administration

PORTFOLIO

<https://www.lamplightsolutions.net>

<https://www.github.com/eddielee394>

<https://freelancer.com/u/eddielee394>

REFERENCES

Available upon request