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

Chicago-based senior web developer and technical lead with +10 years of operations experience.

An excellent communicator who offers a no-nonsense approach to developing and executing comprehensive marketing, branding, and DevOps focused application 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.

The following are select highlights of notable accomplishments during my most recent role:

Process/Procedures

- Implemented a comprehensive & standardized version control SOP, while consolidating a fragmented network of VCS services to a single platform.
- Defined & established a uniform system for naming and style conventions across entire development workflow.
- Completely revised outdated technologies used for legacy applications and authored a new plan that not only meets both internal & client requirements, but streamlines the entire project workflow from start to finish. Eliminating unnecessary steps through automation and providing a simpler, faster, higher quality & more cost efficient delivery methodology using modern development practices.
- Independently authored department wide role requirements and expectations for both current & prospective team members, in addition to implementing various team training requirements.

Tools/Technologies

- Standardized team-wide development tooling (PHPStorm & Laragon), streamlining local project management and cumulatively saving an estimated 100's of hours in setup time across projects.
- Streamlined the internal wireframe/design review process utilizing utilities like Project Huddle and created a client facing implementation of such via a branded domain.
- Implemented a standardized development workflow ecosystem with an added emphasis on process automation. Integrated toolsets ranging from task management/bug tracking, code review, version control & deployment pipeline management with each other.
- Implemented various DevOps focused tools & strategies to streamline the deployment process, with the intent to eliminate the inefficient (and sometimes dangerous) processes previously used.
- Implemented SAML authentication across all development servers and workflow utilities, providing tighter security by eliminating the insecure and cumbersome methods that were previously used.

Team Training & Mentoring

- Independently authored department wide role requirements and expectations for both current & prospective team members.
- Co-authored & independently implemented training requirements for existing team members
- Mentored & eagerly spent personal time working one on one with team members in order to expand their professional skill sets as they apply to not only specific projects but covering core development principles as a whole. With the goal of making each team member better at what they do whether it pertain to programming skills, security, UI/UX, or any of the other skillsets demanded by the department workload.
- Established dedicated slack channels for daily sharing of media & articles discussing modern web processes, best practices, new technologies, tools & the like.
- Discuss with & train team members on web security best practices, while ensuring the implementation of such.

Team Feedback

"Your personality is such that it provides energy instead of draining it. There is hope for us all."

- Senior Developer

"Had you not been brought on this winter with [redacted], I'm confident I would be making a lot of the same mistakes and been reluctant to challenge how i've learned things. Just because something technically works, does not make it efficient. From embracing gitflow to flexbox, i am definitely a better developer than I was 6 months ago"

- Junior Developer

"One of the pieces of advice that stuck with me was telling me to 'take liberties. But the statement you said that hit me the hardest (literally yesterday) is: 'when there's few menu items it means there's either very basic UI functionality in the program or someone tried to cram a bunch of functionality into a small space.' Seems obvious but that one actually made a bunch of mental gears click into place for me."

- UI/UX Designer

"I've learned a lot about appropriate server configurations, especially regarding security"

- Senior Developer

*"After you explained 'let' over 'var' I have been looking into ECMAScript 6 and even though it currently requires to be translated back before it's uploaded to a website, I can see the benefit in learning/using it now. But that was research I did, I'm not even sure if that was something you expected me to do." ***

- Junior Developer

****Note:** The developer was expected to research further, but not explicitly instructed to do so. The goal was for the developer to find the drive to research on their own without instruction and that's exactly what they did.

KEY TECHNOLOGIES

Web Tech and Frameworks:

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

Database and ORM: MySQL

Application/Web Server:

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

Build/Package Utilities:

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

Versioning and Deployment:

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

CMS:

WordPress, Bespoke

Design Utilities:

Adobe Design Suite, Illustrator, Indesign, Photoshop

Productivity:

Google Suite, Analytics and Webmaster Tools

PM/Issue Tracking Platforms:

Jetbrains Suite (Youtrack/Upsource), Asana, Phacility/Phabricator, Wrike, Jira

EXPERIENCE

SENIOR DEVELOPER

Lamplight Marketing Solutions (*Freelance*) *January 2020 – Current*

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

SENIOR DEVELOPER / TECHNICAL LEAD

Brella Productions *February 2019 – October 2019*

- + Define & document the department internal development stack
- + Maintain quality and ensure stability of applications and systems.
- + Design overall application architectures.
- + Front-End and Back-End web development with strong focus on Laravel and ReactJS
- + Coordinate directly with executive team on implementing DevOps focused development and deployment practices
- + Collaborate with the rest of the development team to design and launch projects.
- + Develop and implemented workflow processes and utilities
- + Application planning & project estimation
- + Oversee all code reviews and code inspection processes
- + Mentor junior team members on best practices
- + Implement training processes for team members
- + Establish role requirements and expectations for current and prospective team members
- + Propose technical decisions based upon their long term impact
- + Maintain and manage all department LAMP based server assets
- + Basic security and pentest audits, while ensuring that standard application and server security best practices are being adhered to across the team.

SENIOR DEVELOPER / TECHNICAL 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.

- + 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>

REFERENCES

Available upon request