

# Michael Smith

Web Developer

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## PROFESSIONAL SUMMARY

I'm a results-driven, full-stack web developer from Davenport, IA with over 15 years experience. I understand corporate business needs and develop custom solutions to increase profitability. My passion for web development is second to none and I love learning new technologies.

My skill-set is diverse and includes PHP / MySQL development, HTML5, CSS / SCSS, and JavaScript / jQuery. I have extensive knowledge of multiple back-end and front-end frameworks such as Laravel, Vue.js and Bootstrap. I'm also an expert in WordPress writing plugins, developing themes, integrating internationalization, eCommerce and SEO best practices.

Why don't we work together? Keep reading to find out why I'm the person you need to hire!

## TECHNICAL EXPERTISE

Web Development ●●●●●●●●●●●●●●●●  
Web Design ●●●●●●●●●●●●●●●●  
UI / UX ●●●●●●●●●●●●●●●●

## DEVELOPMENT SKILLS

PHP 7.2+ ●●●●●●●●●●●●●●●●  
MySQL 8.0 ●●●●●●●●●●●●●●●●  
JavaScript ●●●●●●●●●●●●●●●●  
HTML / CSS ●●●●●●●●●●●●●●●●  
AJAX / JSON ●●●●●●●●●●●●●●●●  
RESTful APIs ●●●●●●●●●●●●●●●●  
MVC / DDD ●●●●●●●●●●●●●●●●

## FRAMEWORKS & LIBRARIES

Laravel 6 ●●●●●●●●●●●●●●●●  
jQuery / jQuery UI ●●●●●●●●●●●●●●●●  
VueJS / Vuex ●●●●●●●●●●●●●●●●  
Bootstrap 4.4 ●●●●●●●●●●●●●●●●  
Font Awesome 5.13.0 ●●●●●●●●●●●●●●●●

## SOFTWARE PROFICIENCY

Git ●●●●●●●●●●●●●●●●  
JetBrains PhpStorm ●●●●●●●●●●●●●●●●  
WordPress ●●●●●●●●●●●●●●●●  
Adobe Photoshop CC ●●●●●●●●●●●●●●●●  
NPM ●●●●●●●●●●●●●●●●  
Composer ●●●●●●●●●●●●●●●●  
Webpack ●●●●●●●●●●●●●●●●

## ADDITIONAL SKILLS

Full-Stack Web Development	Microsoft Windows Operating Systems
Object Oriented Programming	Microsoft Office
MVC Architecture	Microsoft SharePoint Services
Responsive Design / Development	Ubuntu 18.04
Domain-Driven Design	Apache
RESTful APIs	Nginx
Encrypting sensitive information (HIPAA)	Docker
SDLC / Agile	Redis
Graphic Design	RabbitMQ
Photo Editing / Retouching	XML
PC Hardware	Google Analytics
Networking Architecture	Adobe InDesign CC
Social Marketing	Adobe Illustrator CC
Email Marketing	XAMPP
SEO Copywriting	YouTrack
Project Management	phpMyAdmin

## WORK EXPERIENCE

### FRONTERA MARKETING GROUP

Lead Web Developer

12/2010 – Present

LeClaire, IA

- Built, maintain & manage 30+ client projects and websites including custom themes, plugins and site features utilizing WordPress and custom built solutions, creating revenue streams for our clients.
- Developed a special project solution for military provisions which has processed over \$1,500,000 in orders.
- Conceptualized the framework for a bespoke project for a European client to manage publications written in dozens of languages with advanced filtering options for users to peruse their catalog of works.

### AUXIANT

Web Application Developer

08/2014 – 04/2020

Cedar Rapids, IA

- Managed the conversion of our member and provider registration system from existing homebrew framework to SPA with Laravel backend and Vue.js frontend.
- Generated recurring annual revenue for the IT department by developing an industry leading, resalable online enrollment platform for use by our clients to manage benefit elections.
- Lead the project for converting our reporting system to ICD-10 medical coding standards which allows our clients to balance their claims to the penny on millions of dollars across multiple years.

### THE BRANDT COMPANY

IT Lead / Web Developer

03/2011 – 06/2014

Davenport, IA

- Developed in-house inventory tracking system for one of our largest clients to streamline our shipping process which decreased internal man hours spent by 30%.
- Oversaw operations of systems architecture including 6 servers, 122 workstations, network devices and security, website operations, email marketing campaigns and social media.

### KENT NUTRITION GROUP, INC.

Webmaster

05/2009 – 03/2011

Muscatine, IA

- Conceptualized, built and maintained a custom web application used by 1500+ Kent dealers to order signage, posters, radio ads and other marketing materials which is still used by the company to this day.
- Managed rebranding of 5 websites and created 3 new websites to fill client needs, noting a 400% increase in site traffic.
- Customized SharePoint workflows, libraries and forms for multiple departments with a focus on media centralization and sharing.

### NEW HORIZONS COMPUTER LEARNING CENTER

Senior Instructor

04/2007 – 05/2009

Davenport, IA

- Trained over 6000 Quad City-area business professionals in a vast variety of computer application software, SharePoint, web development, and operating systems.
- Developed an ASP-powered, SQL-driven, eCommerce site for an innovative online training platform allowing us to teach classes anywhere in the world.

## ACCOMPLISHMENTS



### WordPress Multisite Domain Mapping

Became one of the world's few experts on the topic, writing articles that placed #1 in Google search results driving tens of thousands of hits to the Frontera Marketing Website and generated multiple leads.



### StalkMySite

Created a free-to-use, open-source utility in JavaScript to monitor site uptime which was adopted by thousands of individuals.

## EDUCATION



### Black Hawk College

Applied Computer Science  
2001 – 2003