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Experienced web architect/developer with a demonstrated history of building and deploying small to large scale web applications. Skilled in Search Engine Optimization (SEO), PHP, Web Design, Software as a Service (SaaS), and HTML. Also, experienced with project and vendor management. Strong information technology professional with a Bachelor of Science (BS) in Computer Science. Years of industry knowledge and experience as well as a desire to use cutting edge technologies.

Keywords

PHP, Magento 1, Magento 2, CodeIgniter 4, MicroServices, Wordpress, Shopify, MySQL, NoSQL, SQL, Data Architecture, Database Design, Database Optimization, Redis, RabbitMQ, GraphQL, REST API, API Gateway, Javascript, ReactJS, NextJS, JQuery, PIM, PIMCORE, Product Management, Project Management, Vendor Management, Customer Management, Internationalization, Product Feeds, SEO, Google Tag Manager, Google Analytics, Google Merchant Center, AWS, EC2, DynamoDB, Elastic Beanstalk, Aurora DB, GIT, SVN, BitBucket, Jira, Confluence, HTML, CSS, Twitter Bootstrap, CMS

EXPERIENCE

JAN 2021 – FEB 2023

WEB DEVELOPMENT MANAGER AND SENIOR ARCHITECT, CHARLES & COLVARD

Architect and develop a next generation e-commerce solution utilizing ReactJS/NextJS, Shopify, and PHP based microservices to provide the flexibility for the ever-changing needs of the business while giving the user a very fast and very stable experience. Built a custom designed API Gateway to easily connect to custom templated CodeIgniter 4 based microservices using PHP, DynamoDB, Redis, and Aurora Databases allowing for easy CI/CD, testing, caching, and scaling. Everything is built around ease of use, performance, and reliability. Microservices included user service (data storage), order service (multi-source data storage and syncing), product service (data storage, dynamic pricing/catalog rules, syncing, feed generation, product data transformation), and content management.

Built several large data transformation engines for converting raw product attribute data to required formats for many vendors and platforms such as Magento 2, Shopify, Google Merchant Center via Feedonomics, and more. This reduced product data generation time and effort from weeks to seconds and saved the company hundreds of thousands of dollars per year. This was critical for the LGD product launch and again with the colored stone product launch to be able to meet required timeline window.

Extended the customer service portal with new functionality (guest order lookup, order research, API integration to gather data for data warehouse, support for issues with Magento data) and support internal customers with better handling of internal processes.

Built Shopify integration into our service platform to support order syncing and inventory management with our in-house Microsoft Dynamics ERP system utilizing both FTP, REST, and GraphQL endpoints for multiple store fronts.

MAY 2016 – JAN 2021
E-COMMERCE TECHNICAL MANAGER, CHARLES & COLVARD

Planned, coordinated with internal customers and external vendors, tested, reviewed, and launched the new www.charlesandcolvard.com website which merged three web properties (a corporate site, an e-commerce site, and a blog) onto a single Magento 2 platform.

Project managed multiple design refreshes and catalog launches/updates that improved speed and conversions.

Executed numerous projects to expand functionality, integrate new vendors, and improve ease of use for the Magento 2 platform.

Initiated, and maintained vendor relationships. Coordinated work allocation, reviewed quality, and oversaw releases.

Coordinated with vendors and resources to build and deploy tags via Google Tag Manager.

Expanded Magento to international customers by integrating new vendors and custom/in-house development.

Gathered requirements and built several internal platforms using several open-source PHP frameworks.

Built and relaunched warranty.charlesandcolvard.com as well as a multilingual version (English, Mandarin) version for overseas. Expanded to include the ability for customers to initiate returns (like Returnly.com) with option to exchange with store credit, repairs, and resizing. Added functionality to the portal to replace Magento order exports to better support specific business needs for Microsoft Dynamics ERP.

2014 – 2020
CTO, SHATTERED DIGITAL, INC

Architected and developed Clearstats.com (EOL) to monitor social metrics through Facebook, and Twitter.

Architected and developed RepostQ.com (EOL) to easily automate Twitter campaigns.

Architected and developed MinPM.com (EOL) a very easy to use Project Management tool with a clever and minimal interface. Quickly add and update tasks and project using #hashtags.

Architected and developed ContractHound.com, a contract management and alert system.

SEPT 2010 – MAY 2016
DIRECTOR OF DEVELOPMENT, ANGULAR (FORMERLY VIRANTE, INC.)

Designed, developed, and maintained PHP E-Commerce, CMS based, and small to large SaaS applications utilizing Laravel, Magento, CodeIgniter, Wordpress, Drupal, and PyroCMS.

Built ServerHealthHub.com to monitor our 200+ servers and customer's servers using easily expandable, server-side test suites.

Built SEOAlarms.com for monitoring potential SEO based issues. Integrated APIs from numerous sources such as Moz.com, AHrefs, Majestic, and Google.

Built Removeem.com using PyroCMS modified to support more flexible Object-Oriented Model layer and service layer. Developed automated backend tool to download and review content on over 2 million web pages a day using Amazon SQS, Redis, RabbitMQ, and drone system.

Built numerous internal SEO tools for white hat link building, site research, and content generation.

Developed training courses and trained junior engineers.

Promoted various projects at conferences.

Additional Projects:
Outreachapp.com
nTopic.org
portal.virante.com
PenguinAnalysis.com
PandaRisk.com

MAY 2010 – SEPT 2010
SENIOR SOFTWARE ENGINEER, ATLANTICBT

Developed PHP E-Commerce, CMS based, and small to large web applications using a wide range of open-source frameworks.

Setup and customized Expression Engine, Magento, CakePHP, Symfony, PyroCMS frameworks to meet the customer's needs.

Trained junior engineers.

Developed and instituted new development practices and standards.

2006 – 2010
MANGER OF FRONTEND ENGINEERING, ICONTACT

Designed and implemented new features as well as re-factor and refresh existing framework and features in a large-scale SaaS web application.

Implemented a RESTful plug-in for Symfony (a PHP based MVC framework).

Designed, architected, and implemented an Online Community using Symfony to enable customers to reach new potential clients via Google search and Social Media access.

Designed and implemented new automated functional testing framework for existing web application.

Designed and implemented APIs for several web applications.

Lead cross-functional Scrum teams as Scrum Master while maintaining good Agile principles.

Hired, mentored, and trained new team members.

Coordinated with Product Management on scope, deliverable goals, and priority.

Converted Perl scripts to PHP.

Designed and implemented technical requirements for re-branding from IntelliContact to iContact.

Worked closely with Human Factors to improve usability of new and existing features.

Created/Implement/Updated best practices and policies for web development and engineering.

Assisted product management with roadmap forecasting and defining upcoming projects.

Setup and executed special events such as developer days (like Google's 20% time)

2000 – 2004
SOFTWARE DEVELOPER, SONY ERICSSON
Developed PC and web software in support of mobile product testing and production.

Object lead responsible for planning, research, development, testing, and representation of team for multiple products.

Managed remote servers for manufacturing and customer service.

Tested post-production mobile products in a lab environment.

Recovered expertise lost through downsizing and necessary for production and testing.

Simplified customization processes of mobile products.

Streamlined manufacturing by adapting web/database server architecture for internal and external worldwide manufacturing needs.

Improved production of wireless mobile products.

EDUCATION

1997 - 1999
BACHELOR OF SCIENCE (BS), COMPUTER SCIENCE, FAYETTEVILLE STATE UNIVERSITY

1995 - 1997
UNDERGRADUATE, NORTH CAROLINA STATE UNIVERSITY

SKILLS

- PHP
- MySQL
- CodeIgniter
- Laravel
- Magento 1&2
- Internationalization
- SEO
- Analytics (GA, GTM, MOZ)
- SEO
- E-Commerce
- Microservices
- API Gateway
- APIs
- AWS
- EC2
- Linux
- Scrum
- Agile