

Mark Samuels

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Computer Skills:

- PHP, Python, Java
- JavaScript, CSS, Bootstrap
- Unit Testing: PHPunit, PyTest
- Flask, Zend Framework, Slim Framework, Symphony Framework
- SQL, ActiveRecord ORM, PostgreSQL, Redis, RDS
- Amazon Web Services: S3, RDS, Redshift, CloudSearch, SQS
- Version Control: GIT, SVN, RCS
- Eclipse, Zend Studio, PHP Storm, PyCharm
- Project Management: JIRA, Unfuddle, Teamwork
- Wordpress, Shopify
- Sun Certified Java Programmer, Sun Certified Java Associate
- Shell Scripting, SSH

Experience:

Wilson Shop Web Development *Developer* Present

- Utilizing skills learned over the last decade plus in the industry to help businesses create, maintain and improve their web presence.
 - *ShareItCamp.com*
 - *a2zchildrensboutique.com*
 - Nulux lighting design - upcoming redesign

The Orchard *Developer* Jan 2013 - May 2017

- Helped modernize legacy application of company into one which was eventually bought out by Sony.
- Heavily utilized Amazon web services to improve performance
 - Utilized SQS to store messages as a replacement for ActiveMQ.
 - Utilized CloudSearch for meta-data searches as a replacement for painfully slow and taxing raw SQL queries.
 - Utilized S3 for asset storage and retrieval as a replacement for ftp and file system storage.
- Assisted in breaking down monolithic application written in Zend Framework.
- Wrote restful services using Python for integration between legacy and new systems.
- Utilized Agile and Scrum methodologies.
- Wrote tech designs for peer review before project planning and eventually task planning.
- Wrote Python scripts using AWS libraries for tasks such as asset (wav, tif etc) ingestion and delivery
- Wrote PHP unit and Pytest to unit test with Python code having nearly 100% code coverage.
- Utilized GIT's branching and forking capabilities for version control on more than 20 code repositories.
- Wrote cron jobs for tasks ranging from data export, data retrieval, reporting with some having their output be Slack channels.
- Diagrammed legacy workflows for better understanding between those with legacy knowledge and new hires.
- Utilized JIRA for project management.

NetGalley *Developer* Sept 2011 - Oct 2012

- Helped rewrite entire NetGalley.com application in Symphony Framework. NetGalley is used by some of the top publishers in the U.S. and U.K.
- Assisted lead developer in migrating data from old PostgreSQL database, containing over 300 tables, paring them down to 22.
- Utilized GIT for version control in new application, migrating away from Subversion.
- Successfully completed numerous releases using Unfuddle for project management.

Access Intelligence *Contract Web Developer* Dec 2009 - Feb 2010

- Assembled e-commerce store for Dorland Health using php-based CMS and shopping cart - store.dorlandhealth.com.
- Implemented shopping cart for the future Communications Technology magazine store.
- Maintained code using RCS version control.

Clear Channel *Contract Web Developer* Sep 2009- Nov 2009

- Utilized PHP, jQuery, Smarty to create templates to be used in redesign of all Clear-Channel sites (over 900+ domains including z100.com)
- Created custom javascript objects for scrolling different pieces of content as well as a "show more" object that retrieved and presented additional content using ajax.

Walter Cameron Advertising *Contract Web Developer* Jul 2009 - Aug 2009

- Utilized PHP5, jQuery and CSS to build custom CMS tool allowing user to create client-facing landing pages.
- Created feature which allowed users to create any number of questions as well as determine the kind of form element(s) the question would use (ie. check-box, radio button, text-field).
 - User could easily add as many options to a given question as they desired.
 - Reporting area stored the responses to all questions and tied them back to the particular landing page which generated the questions
- Created admin back-end for client promotion, allowing users to create, manage and track custom gift certificates which could be applied to future purchases.
- Utilized 3rd party PHP class to print pdf version of bios pulled from client's database.

Dotglu *Contract Web Developer* June 2009

- Created mini-site for the Ad Council's AdoptUsKids campaign - www.youdonthavetobeperfect.com
- Utilized jQuery, PHP5 and CSS to create e-card application allowing users to select e-cards, enter a personalized message and send via email
- Created media page showcasing the print, television and radio executions of the campaign
- Ensured consistent functionality across multiple browsers/browser versions including IE 6, 7 and 8, Firefox, Safari and Opera.

North Point Solutions *Contract Web Developer* Dec 2008 - Mar 2009

- Worked on PHP based CMS called EzPublish for development phase of new Car and Driver website.
- Added functionality to CMS using Ezpublish's PHP based API by extending their existing classes to create additional data fields (beyond the standard text and drop-down field that were available).
- Successfully implemented CMS' Worklow feature which allowed publishing of content to be scheduled via cronjobs.

Paragon Sports*Web Developer*

March 2006 - Aug 2008

New York, NY

- Created Java based programs used in critical day-to-day operations such as those used to sync web and store inventory and programs used to send data to key vendors (ie. North Face, Arcteryx, Burton etc).
- Installed shell scripts into cron table to manage and schedule their deployment
- Utilized JavaScript and XHTML to implement 3rd party tools such as Power Reviews review software and Fluid's product display tool - similar to Scene7's.
- Completed all the back-end implementation requirements for these 3rd party tools including:
 - nightly cron jobs to pull the necessary product data
 - jobs to move and unzip files sent nightly by various 3rd parties
- Implemented and managed tracking using Omniture's web analytics software.
- Prepared, deployed and tracked email promotions using Email Labs software reaching over 100,000 recipients

Dotglu (division of KBP) *Contract Web Developer*

Jan 2006 - Feb 2006

- Created SQL stored procedures and functions to manage responses to promotion
- Created XHTML emails and ASP coded landing pages from mock-ups for Jergen's email campaign

Communications Plus*Contract Web Developer (1 month)*

Dec 2005

- Programmed administrative pages of large e-commerce site using ASP, JavaScript and SQL
- Created a web based application to allow upload of flat files to database

Integrated Direct*Web Developer*

Jul 2003 - Oct 2005

Mineola, NY

- Created and administered data management system using PHP and MYSQL for clients and staff; system allowed for uploading, exporting and reporting on leads
- Built and maintained e-commerce functionality for various clients using PHP, MYSQL, Miva Merchant, Authorize.net and PayPal
- Coded back-end functionality for client projects including database functionality for websites housed on Apache and Windows servers using MYSQL, MSSQL and Access.
- Utilized Flash MX to create agency's website

PCF Funding*Web Associate*

Mar 2002 - Jun 2003

Jericho, NY

- Coded and managed the design of original company website using ASP, JavaScript and CSS
- Managed online marketing efforts on search engines such as Google, Yahoo/Overture
- Built and updated content on company's three main websites and intranet

- Monitored and created reports on online marketing efforts using Nettracker web analytics software.

Education: Syracuse University, Syracuse, NY 2002.