

ROB WOOD

SENIOR APPLICATION ENGINEER

AREAS OF EXPERTISE

OPERATING SYSTEMS

Windows ✓ Linux ✓ Mac

WEB SERVERS

IIS ✓ Apache ✓ Nginx

CLOUD PLATFORMS

AWS ✓ Google Cloud

RELATIONAL DATABASES

MySQL ✓ SQL Server
Oracle ✓ Postgres ✓ Access
DB2

DOCUMENT DATABASES

Sphinx ✓ MongoDB

SERVER SIDE

PHP ✓ Classic ASP ✓ .NET
Node ✓ CGI

FRAMEWORKS

Yii ✓ Symfony ✓ CodeIgniter
Cake

CLIENT SIDE

HTML5 ✓ CSS3 ✓ Javascript
jQuery ✓ UX Design
Graphics ✓ SEO ✓ Flash
Flex ✓ Actionscript ✓ Mobile

PROGRAMMING LANGUAGES

C ✓ C++ ✓ C# ✓ Java ✓ Perl
VB ✓ ARM Assembly

APIs

Google Maps ✓ Google Charts
Authorize.net ✓ USPS
UPS ✓ Facebook ✓ YouTube
Twitter ✓ LinkedIn ✓ And More

MISC. EXPERTISE

Server/DB Optimization
Web/Mobile Security
E-commerce ✓ JIRA ✓ Stash
Ansible ✓ XML ✓ JSON

PERSONAL DETAILS

Rob Wood — BS Computer Science
<http://www.rob-wood.net>

PERSONAL SUMMARY

- ✓ Clever, adaptable, cutting-edge network application developer
- ✓ Diverse & expansive education/experience
- ✓ Established & proven problem solving and application design skills
- ✓ Well-developed & intuitive leadership, coaching, and organizational skills
- ✓ Fast, energetic acquisition & comprehension of system knowledge
- ✓ Motto: "In IT, everything can be improved and nothing is impossible."

WORK EXPERIENCE

Our Town America

– Pinellas Park, FL

LEAD DEVELOPER

Jun 2012 – Aug 2015

- ✓ Redeveloped large print to mail production system. Started with two options based on a single demographic point and a single envelope, created a system providing unlimited demographic and envelope content variations
- ✓ Improved national mailing insert code to maximize revenue, resulting in thousands of dollars in increased revenue monthly
- ✓ Developed a Google Maps system using Oracle Spatial to display ZIP/CRRT boundaries and connect those to a variety of data in several different interfaces
- ✓ Improved sales tools and documents to increase performance and aesthetic appeal, resulting in improved sales performance
- ✓ Redeveloped an online end user print to mail postcard solution to a much improved HTML5 canvas app

Web Commerce Partners

– Tampa, FL

LEAD DEVELOPER

Sep 2010 – Jun 2012

- ✓ Developed an abandoned cart recapture system that resulted in completed sales on 5-10% of abandoned carts
- ✓ Increased response rate to email marketing campaigns by 25-30%
- Improved application performance via server and database optimization, cutting load times, resulting in fewer page bounces

"When debugging, novices insert corrective code; experts remove defective code."

– Richard Pattis

EDUCATION

Eastern Kentucky University

BS, Computer Science, 2004

- ✓ EKU **Honors Program**
- ✓ **Lambda Sigma** National Honors Society
- ✓ Numerous **Dean's List** Awards
- ✓ Published in *EKU Aurora* Literary and Arts Journal
- ✓ Published in *Eastern Progress* student newspaper

INDIVIDUAL TALENTS

- ✓ High percentile I.Q.
(98.7775566587%)
- ✓ Aptitude for logic
- ✓ Stubborn determination
- ✓ High energy level
- ✓ Curiosity
- ✓ Impatience/sense of urgency
- ✓ Loyalty & commitment
- ✓ Daring to innovate

INDIVIDUAL SKILLS

- ✓ Guru of Googling
- ✓ Algorithm development
- ✓ Reducing complexity
- ✓ Digesting obscure code
- ✓ Learning new skills
- ✓ Anticipating problems
- ✓ Communicating technological ideas in non-technical terms
- ✓ UX development & design
- ✓ Finding the right tool for the job

WORK EXPERIENCE (CONTINUED)

American Marketing & Mailing Services, Inc.

– Tampa, FL

PHP PROGRAMMER

May 2010 – Sep 2010

- ✓ Optimized numerous scripts, moving the heavy data lifting from PHP to the database, where it belongs, greatly improving performance
- ✓ Optimized and consolidated numerous database queries, improving performance and code readability/maintainability
- ✓ Designed and implemented an innovative UX for name selection and mailing

Virtual Grace, Inc.

– Tampa, FL

LEAD DEVELOPER/DESIGNER

Aug 2009 – May 2010

- ✓ Maintained clients in premium positions in the major search engines
- ✓ Improved aesthetic quality of projects and introduced structural SEO, increasing customer satisfaction, site performance and conversion rates
- ✓ Developed several Pro Bono projects for worthy causes

Inet PC

– Waukesha, WI

WEB PROGRAMMER

Sep 2006– June 2007

- ✓ Created web pages from .psd files from design team.
- ✓ Connected sites to proprietary ecommerce engine, debugged ecommerce engine
- ✓ Developed web applications for clients

virtualStyle Web Development

– Tampa, FL

SOLE PROPRIETOR

Sep 1999 – Present

- ✓ Numerous projects large and small since 1999 (also a lot of fiddling)
- ✓ Handled different sized web development projects from the sale all the way through deployment
- ✓ Continuous management of personal servers for over a decade

“Good code is its own best documentation. As you’re about to add a comment, ask yourself, ‘How can I improve the code so that this comment isn’t needed?’”
– Steve McConnell, author “Code Complete”