SIMON T. WILLEMS

6593 S. Irvington Way | Aurora, CO 80016 | (303) 503-8899 | simon@simonwille.ms | http://simonwille.ms

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OBJECTIVE

I am a full stack developer with over ten years experience in programming and design seeking a challenging career with the opportunity to grow and advance. My technical skill set is supported by a unique background in marketing and human resources.

EDUCATION

The University of Texas at San Antonio, TX **December 2007**

   Degree in Business Administration with a Concentration in Marketing Statistics

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WORK EXPERIENCE

Big Shot Now, Omni Medical Marketing, Centennial, CO **Oct 2012 – Nov 2015**

Senior Web Developer

- Managed a small team of web developers and designers creating fully custom websites for high-end clientele in the medical sector, primarily concentrated in aesthetic and plastic surgery
- Created a proprietary boilerplate of technologies, customized for both the frontend and backend, running on a highly modified Wordpress core along with Javacript MVC frameworks like Angular
- Developed plugins and REST APIs for platform-independent web applications, such as patient galleries and automated practice review tools, and developed a PhoneGap solution to port apps to phone platforms (iOS, Android)
- Implemented development improvements including: Responsive Web Design, Schema.org markup, Open Graph protocol, Open Search integration, Adaptive Image solution, polyfill fallbacks, SVG solutions for high pixel-density displays, and various page load optimizations for mobile (minification, gzip, HTTP request reduction techniques, data URIs, etc.)
- Worked closely with Marketing to assist in various campaigns, brand identity explorations, and SEO strategies
- Displayed continual technical excellence and innovation, which translated into substantial revenue growth

Texas A&M University, College of Veterinary Medicine & Biomedical Sciences, College Station, TX **Feb 2010 – Jun 2012**

Web Developer

- Using the Umbraco .NET framework, customized a Content Management System (CMS) for the main college website consisting of 2,000+ pages, 100+ users, and 300,000+ page views from unique visitors each month. Used (MVC) ASP, C#, VB, LINQ, & SQL for back-end development and XML with XSLT Macros for front-end development as security against SQL injections and other common invasion techniques
- Designed and deployed sibling sites related to the college including Feline Medical Symposium, Legends Premier Stallion Season Auction, Interdisciplinary Faculty of Toxicology, Diagnostic Imaging & Cancer Treatment Center, Vet Emergency Team, Schubot Exotic Bird Health Center, Gastrointestinal Laboratory, and Comparative Gastroenterology Society
- Achieved full compliance with Section 508 guidelines of the ADA for accessibility, validation, and usability
- Developed HTML5/CSS3 templates for cross-platform video delivery to mobile and desktop devices
- Created dynamic RSS and XML feeds for news and events to serve to users as well as integrate with aggregators
- Dramatically improved Search Engine Optimization (SEO) moving many high value keywords to page one rank
- Developed mass email campaigns to referral veterinarians all over the nation with full analytics for campaign tracking

Reynolds & Reynolds, Reynolds Web Solutions, College Station, TX **Aug 2008 – Feb 2010**

Team Lead, Web Developer

- Served as lead flash and scripting developer in a team of a dozen developers overseeing the management and deployment of all flash/scripting projects for over 8,000 template-based automotive dealership websites
- Sole developer in charge of the largest enterprise level account encompassing hundreds of sites all over the nation
- Responsible for all flash galleries, slideshows, animation libraries, and enterprise theme builds
- Taught ActionScript 3.0 and JavaScript best practices courses internally to developers with follow-up testing of participants
- Due to recruiting background, was utilized as a hiring consultant for interviews. Involved in the hiring of five developers and the personal training of three through their probationary periods

Pernox, Inc., San Antonio, TX **Jan 2005 – Aug 2008**

Recruiting Specialist

- Provided recruiting services for temporary staffing and executive placement as well as human resources consulting
- Personally took part in the hire of over 300 individuals (out of over 5,000 contacts) for placement in multiple industries
- Developed company website with functionality for candidate inquiries and online application submittal forms using PHP

References available upon request

AWARDS

Award of Excellence, IABC, Communication Management: Electronic and Digital Communication - April 2011