

Matt Pressnall

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QUALIFICATIONS

Over 14 years experience as a professional web developer, with an additional five years as an Internet marketer. This experience has created a broad knowledge base that can be drawn upon to perform all tasks necessary to build and promote a successful website. Produces sites that are SEO friendly, stable, quick, highly available, easy to update, and ranked for keywords in search engines (SERPs). Proactively analyzes systems and processes to determine if efficiencies can be gained; puts solutions in place if deemed appropriate. Easily manages multiple projects with shifting priorities and deadlines. Technologist with a healthy enthusiasm for business development and Internet marketing, whether it be generating CPA deals, launching successful link-building campaigns, or split testing different offers. Developed a process that increased profits by 21% for a \$50M company, had a number one video on YouTube, built a site from the ground up that received 250K visitors a month, and produced multiple pieces of content that went viral (front page of Digg, Reddit, YahooBuzz).

SKILLS

Strives to produce the cleanest, simplest, most reliable and efficient code possible. Enjoys simplifying and architecting systems and workflows from the ground up, but also able to adopt legacy systems, reverse engineer code and workflows, and enhance for functionality and performance.

Web Development

- PHP – CakePHP / Smarty
- JQuery / Straight JavaScript
- .NET MVC
- MySQL & SQL Server '05 & '08
- CSS
- dB: design & optimization
- Perl
- Admin on LAMP / Windows stack
- Object Oriented Design

Optimization

- SEO: analysis, implementation
- Project management
- Viral / Social marketing
- Conversion funnel optimization
- Traffic monetization
- Contract negotiation
- Partnership development

Software / Services

- Eclipse & SVN
- Visual Studio 2010 & VSS
- SEOmoz
- Google analytics / Webmaster / Keyword tool
- Wordpress
- WHM / CPanel
- CDNs (Akamai / Rackspace)

WORK EXPERIENCE

Lead Developer and Architect: EducationDynamics / WCS 6/06 – present

Helps line manage 5 – 8 developers to produce clean, reliable code for a business totaling \$180M in revenue; triages request queue and works with business units as point of contact to determine constantly shifting priorities and to communicate these priorities to stakeholders. Acted as PM for key initiatives to gather requirements, determine functionality, develop timelines for deliverables in a phased / iterative method, and to identify risks to success. These projects were launched successfully, and key stakeholders commented on the smoothness of the undertaking. Also developed in-house and external training programs to get team members up to speed on different core technologies.

Investigates / implements / maintains systems and processes for high availability, including but not limited to: load balanced systems, caching services (Akamai / Rackspace Cloud), local caching schemes, content and ping alerts, load testing, automated offsite backups, code and query optimization, etc. Develops an array of automation tools and database admins (using CakePHP, .NET MVC, or hand-coded solutions) to simplify technology and business units needs; admins are presented in clean UI with a heavy emphasis on AJAX (JQuery and JSON) to aid in user experience. Works with and troubleshoots caching services, load balanced systems, and failover processes. Uses stress testing tools as a diagnostics measure. Keeps security and scalability in mind when considering a project. Interfaces with vendors and third party companies for a variety of reasons, including product research and evaluation. Documents code clearly for future reference and other developers, and functionality used more than once has been abstracted out to libraries.

Under own initiative, architects / builds / maintains a system at root level (LAMP) to create a series of SEO sites to leverage for keywords in search engines. Analyzes keywords and devises working strategies to increase traffic.

Senior Internet Engineer: The Seattle Times

5/99 – 5/06

Responsible (with one other developer) for all technical aspects of seattletimes.com, the award-winning site that receives well over one million hits per day. Worked on the content management system for the purposes of maintenance, enhancements, and publishing efforts. Built and/or maintained a host of tools and applications, including: the online Archives, which allow users to search for every story published since 1990; the Photo Gallery Generator, which provides a GUI for non-technical users to select and group photos for publication in multiple templates; SLACKer (Spell Link Ads Checker), a custom-built testing tool that allows users to run ad hoc or predetermined queries; and many other applications. Tools and processes were created using Agile or iterative product development. Also part of a team that determined site standards and best usability practices. Worked at the admin level in a mixed environment of 20 – 30 Windows, Linux, and Solaris boxes to publish, parse, process, and manipulate data.

Optimized high school sports score database, a process that entailed reducing code by 95% in a majority of places, thereby limiting overall trips to the database by 90%, and increasing speed by 10 times in the previously slowest areas. Classified employment ads at 15% - 20% above vendor's best project results, primarily through creating methods the vendor's software didn't support. Wrote software that obviated the need for custom CGIs for form processing.

Web Developer: International Telcom LTD

9/98 – 5/99

Created and maintained a myriad of sites for International Telcom's services. Used HTML, Perl/CGI, JavaScript, VBScript, and ASP to gather information from users. A high technical and graphic design sense allowed for adding content and functionality seamlessly. Decided where to expend resources for numerous projects. Researched and learned new aspects of Internet technology.

Built a publishing system to allow non-technical individuals to push content and design changes at their leisure. Created a suite of tools to reduce the length of a weekly task from 10 hours to 1 minute. Organized and brought structure to all online properties. Built a custom calendar for scheduling events cross departments.

Technical Producer: Starwave / ABCNews.com / Disney

10/97 – 9/98

Responsible for the daily production and integrity of the sites: MrShowbiz.com, WallofSound.com, and CelebSite.com. Used HTML, Perl, Javascript, JAVA, BAT Files, and ASPs to create, update, and maintain roughly 50,000 pages. Built web-based front ends using Perl to automate and simplify daily tasks for the production and editorial team. Project lead on many large and small tasks that required collaboration with other departments. Routinely ran the production of the three sites single-handedly.

OTHER SKILLS – NOT EXHAUSTIVE

Wordpress: security, plugins, optimization, management; complex .htaccess files, Coldfusion, Oracle, XML, SOAP, ActionScript, XHTML, HTML, Photoshop, Twilio, CAPTCHA, OpenX Ad Server, admin on Solaris, Linux, Windows, diverse set of APIs, Prototype, YUI, video editing, Camtasia (screencast documentation), Adwords, making co-workers laugh

EDUCATION

University of Washington: Graduate

Bachelor of Arts in Communications (emphasis in Journalism and New Media), History minor