**AARON BELCHAMBER**

Jacksonville, FL 32225

(904) 294-0803

Online: [aaron@belchamber.us](mailto:aaron@belchamber.us) ● [AaronBelchamber.com](http://www.AaronBelchamber.com) ● [Belchamber.us](http://www.belchamber.us/videos/) ● [Tools.Belchamber.us](http://tools.belchamber.us)

|  |  |
| --- | --- |
| **OBJECTIVE** |  |
|  | To join an organization that appreciates a creative thinker with a proven track record of success dealing with various clients, working as a team, and managing large-scale projects. |
| **EDUCATION** |  |
|  | **Bachelor’s Degree, Business Management**  December, 2000: International College, Fort Myers, FL - *Magna Cum Laude*  **Associate of Arts Degree**  September, 1999: Edison College, Fort Myers, FL  **Helicopter Repair Certificate**  January, 1989: U.S. Army Helicopter Repair School, Fort Rucker, AL |
| **EXPERIENCE** |  |
|  | **The Doyle Group**  **Massage Magazine, Insurance Plus, Chiropractic Economics Magazine**  *Business Systems Manager/ Video Producer*  October 2013 – present: Jacksonville, FL   * Provide technical, strategic and creative guidance and solutions to Marketing, Publishing, and Business Development Departments to achieve company goals based on experience, research and customer data. * Design, plan, integrate and execute the modernization of data systems, marketing, business intelligence, and platforms including MySQL, CMS, BIT and CRM integration. * Provide strategy and planning recommendations and SWOT analyses for management as needed. * Manage and guide Web Development Team and contribute code to develop, redesign, program, migrate, and maintain open-source sites and databases for e-commerce and publication sites including [MassageMag.com](http://MassageMag.com), [Chiroeco.com](http://Chiroeco.com), and [MassageLiabilityInsuranceGroup.com](http://www.MassageLiabilityInsuranceGroup.com). * Produce, design and edit videos and animations for websites and marketing. * Ensure web development environment best practices while migrating PHP legacy code to Symfony PHP Framework and Wordpress CMS. * Manage collaborative code development and ensure best practices are being followed, including use of development and staging sites and GIT repositories. * Develop new integration between sales and customer data and InfusionSoft CRM along with other systems including Mail Chimp, Campaigner, and Omeda with custom API scripts to automate, streamline and leverage business intelligence and other strategic features similar to Tableau and Open ERP. * Develop custom Wordpress plug-ins, deployable ecommerce insurance applications, and design custom content solutions.   **Riddle’s Group, Inc.**  **Riddle’s Jewelry, Black Hills Factory, Comfort Inn and Suites**  *Lead Web Developer / Video Producer*  August 2010 – October 2013: Rapid City, SD   * Riddles Group, Inc. owns over 55 “Riddle’s Jewelry” retail stores, Black Hills Gold jewelry factory, the KBarS Lodge by Mt Rushmore, a Comfort Inn & Suites, among other assets. * Responsible for managing daily marketing operations and providing business intelligence while modernizing all websites and internal data systems. * 2012 was Riddle’s Jewelry’s best year for retail sales in its 53 year history. * Develop conventional ad campaigns and new web strategies, manage social media, blogs, and SEO to increase sales for company’s 58 business assets. * Media strategist and ad buyer for 10 stores in Kansas and Oklahoma. * Webmaster, Web and ECommerce Magento Developer for all websites including [www.RiddlesJewelry.com](http://www.RiddlesJewelry.com), responsive mobile site, and image server. * Conceive, design, program, manage and maintain Internet and intranet applications and their corresponding databases. * Setup and maintain LAMP server modules and CRON schedules for Apache web servers including a live company intranet portal, a dedicated internal image server, multiple MySQL servers, and web development test servers. * Design, develop & program new applications within a scalable, privilege-based custom ERP platform I designed from scratch that supports other web applications used to track sales of items, manage inventory, provide retail analytics and sales reports, and manage customer databases. * Create data share points that processes and parses UNIX data files from COBOL system and converts to MySQL for centralized web access. * Develop tools in PHP that automate inventory information for other tools, enable applications to share and transfer data while eliminating manual data entry and redundancy between SQL, UNIX, Windows and MySQL systems. |
|  | **Southwest Florida College**  *Instructor, Web & Graphic Design/Marketing Strategist/Video & Web Producer*  January 2004 – July 2010: Fort Myers, FL   * Part-time, then full-time. Teach Beginning and Advanced Web Design, 3D Animation and Graphic Design Portfolio classes for Digital Design and Animation program. * Media Buyer/Strategist – Placed over $58 million in TV, radio, and web. * Produce videos for Marketing Department for web and broadcast, samples through July, 2010 can be found at [www.youtube.com/swfloridacollege](http://www.youtube.com/swfloridacollege). * Design web pages in PHP and create interactive components for website. * 2009 Teacher Leadership Award Winner.   **Random Art House, LLC / Reach Media Advertising, Inc**  *General Manager/ Director of Marketing & Business Development*  April 2003 – June 2009: Cape Coral, FL   * Oversee the daily activities of a full-service advertising agency that specializes in video production, media placement & research, 3D animation, and displays. * Help diverse local and national clients increase sales by developing marketing plans that complement their business sales objectives. Customers include: WCI Communities, Lee Memorial Health Systems, Barbara’s Friend’s Children Cancer Center, The Back Pain Institute of Florida, NBC-2 of Fort Myers, Miromar Outlets, Everest University and Publix. * Conceive, write, design and produce ad campaigns, TV commercials, infomercials, web videos, animations & promotional materials for a variety of clients such as community developers, doctors, attorneys, retail & non-profits. * Design and develop a variety of client websites in PHP, Flash, Javascript, and jQuery with multimedia capabilities. |
|  | **Big Color Output USA**  *Production Manager* August 2001 – April 2003: Cape Coral, FL   * Oversee daily production and activities of a large-format print shop. * Assist other designers in the conception, creation, and printing of displays for business clients for use in sales centers, exhibits, and promotional events.   **Waterman Broadcasting**  *Graphic Designer/Animator* March 2000 – August 2001: Fort Myers, FL   * Design and produce news graphics for ABC-7 and NBC-2 local news. * Use creative writing skills to produce promotional materials for TV stations. |
|  | **The News Press**  *Graphic Designer* February 1999 – March 2000: Fort Myers, FL   * Design advertising layouts for Gannett Newspaper. |
|  | **Nite-Bright Sign Company**  *Graphic Designer* March 1998 – March 1999: Fort Myers, FL   * Design graphics for trucks, national fleets, and airplanes. |
| **SKILLS** |  |
|  | * LAMP, PHP, Symfony, HTML, CSS, XML, MySQL, GIT, SVN, JSON and SQL * JQuery, AJAX, JQuery.UI, JQueryMobile, Javascript, OOP and MVC principles * WordPress, Magento, Unbounce, Joomla, and Drupal * MySQL Workbench, Skipper, Doctrine ORM, FOS User Bundle * BaseCamp, NaviCat, SourceTree, Composer * API integration with InfusionSoft, MailChimp, Campaigner, Omeda and Google Webmaster Tools * Autodesk 3D Studio Max and Reactor, Final Cut Pro, LiveType * Adobe After Effects, Premiere, Photoshop, Illustrator, InDesign, Audition and Encore * PHP Storm, Sublime, Eclipse, VIM and Notepad++ * VirtualBox, VMWare, WAMP, XAMP, Ubuntu, CentOS, Red Hat * Adobe Flash, Dreamweaver and Fireworks * Google Adwords, Google Analytics, Microsoft Ad Center (Bing and Yahoo), InfusionSoft, Odoo, Open ERP, Mail Chimp, Campaigner, Omeda, CMS, Blogger, Tumblr, WordPress, dlvr.it and CDNs * Microsoft Office Suite, all |
| **QUALIFICATIONS** |  |
|  | * Barbara’s Friends Children’s Cancer Fund Board Member, Fundraiser and Volunteer * Video, television and animation production experience since 1997 * Speak, write and read conversational-Level German * 5 year veteran of U.S. Army, Desert Storm Veteran * Experienced planning marketing strategies over $58 million in annual advertising budgets for retail, college systems, automotive, medical, restaurants, manufacturers, and other services. |
| **REFERENCES** |  |
|  | Available upon request |