

Thank you for your interest in my resume!

I have been writing PHP with MySQL since 2005. I understand how code and websites fit within a business's systems and I work great with other departments as I enjoy making solutions that help automate, streamline and improve the tools and information to help businesses grow – after all, that would only help me grow as well.

I'm no cowboy coder

I know PHP Symfony and I have a lot of diverse experience creating custom solutions and integrations for a plethora of APIs and platforms, to get them to talk and share data in backend dashes so business leaders can make better decisions. I have over 8 years experience migrating legacy systems that stored data in COBOL flat files, SQL and MySQL into future-proofed, scalable systems. I also migrated and improved on legacy logic to create better, more reliable, and sustainable apps in the form of backend ERP dashboards, front-end custom content integrated into Wordpress, and other business tools and migrating code to a more collaborative PHP framework.

I implemented migrating certain complex online forms that were distributed on separate domains, even different servers, to centrally pull from a single, secure admin controller through client APIs that eliminated any need for redundancies and multiple instances of databases and systems. Applying the DRY principle on a larger scale, I was a change agent in moving my current employer's web team from an all-custom code of procedural entanglements to a clean, predictable and reliable MVC PHP framework where the code would be readily organized in a more collaborative and predictable environment that returned dividends for the company by getting more productivity out of its web team by enabling us to become more efficient while the operability of everything down the pipeline became more reliable, predictable, easier to find, and more secure.

Front-end/Back-end? You have to be both!

At The Doyle Group, Riddle's Jewelry and before that, I redesigned many different business data systems and websites so they could grow to their proper scale by migrating data and code logic into OOP libraries within an MVC organized structure. I have developed some custom Wordpress plug-ins, I have customized Drupal and Magento front and backends. I set up GIT repositories and helped establish collaborative code reviews so there were redundancies on the web team. I understand how to optimize database queries to perform and deliver data, reports and content and strive to improve these methods in the most efficient manner.

Please contact me at 904-294-0803, for the right fit, I am available with a flexible start date.

Sincerely,

Aaron Belchamber

Aaron Belchamber

Senior PHP Web Developer

“Finally, a coder who gets the business side.”

```
interface AaronBelchamber
{
    public function innnovations($yourNeeds);
    public function teamWork($experience);
}

class YourCompany implements AaronBelchamber
{
    public function innnovations($yourNeeds)
    {
        //Thought leadership expansions here
    }

    public function teamWork($experience)
    {
        //Interacting with other departments positively
    }
}
```

Jacksonville, Florida

aaron@belchamber.us / (904) 294-0803 / Belchamber.us / Tools.Belchamber.us

Profile

Experience with a team attitude.

Clarity in purpose and design.

Over 15 years of diverse web development is available for full-time, part-time or hourly consultation basis. Are you ready for a fresh perspective? Are you looking for someone who can challenge the status quo in a positive, team environment? Someone who has modernized internal systems and websites for large retail chains and national publications? Someone who can interface and infuse new ideas into marketing initiatives?

Skills

Diverse skills with proven creative thought leadership.

Creative writing is **my passion**. Deeply understanding how business works as a system and how every department contributes is a product of **my diverse experience**. Creative and future-proof system design is one of **my talents**. An agile, positive, customer-oriented work environment is **my work philosophy**. Technical mastery of web technology, data, marketing, and production tools is one of **my seasoned skills**.

This list is not exhaustive:

- InfusionSoft CRM (Similar to Salesforce) with heavy API customization and data flows that I programmed.
- Scalable, optimized and future-proofed MySQL, SQL, PostGres databases, system design and data collection and aggregation.

- E-commerce systems: Magento, Open Cart, Drupal & custom.
- CMS: Wordpress, Drupal, Joomla and Symfony CMF.
- BIT & Analytics: Google Analytics, Google & Bing Webmaster Tools, Odoo, Open ERP, custom BIT solutions and BIT dashboards that I created similar to Open ERP and Tableau.
- API customization and data synchronization between Campaigner, Mail Chimp, Omeda, and InfusionSoft.
- Experience with SEO best practices, SEO Moz, SEO Yoast, Screaming Frog, OnPage.org, Schema.org, and Squirrly.
- Web Development: LAMP stack, PHP, Javascript, Symfony, JQuery, JQuery mobile, Wordpress plug-in development.
- Web Tools: PHP Storm, Sublime, Eclipse, GIT, SVN repositories, VIM, Navicat, PHPMyAdmin, Composer, PMS, and Basecamp.
- Web Platforms: CDNs, Unbounce, Buffer, HootSuite, YouTube, Vimeo, Genesis, Woocommerce, and JetPack.
- Media & Production: DSLR HD videography, dollies and camera cranes. Adobe Master Collection including Premiere Pro, After Effects, Photoshop, InDesign, Illustrator, Encore, Audition and Lightroom. Apple Final Cut Pro & LiveType. Other NLEs, Cubase, Cinescore. I have been shooting, producing and editing videos for broadcast, cable, infomercials, TV commercials and web since 1997.
- 3D: Autodesk 3Ds Max, Character Studio, Reactor, Mental Ray, IRay, VRay. Logo animations, video effects, 3D modelling and characters, virtual tours and other 3D animations since 2001.

Work Experience

*A trusted steward with
an ownership mentality*

TDG – Insurance Plus, Chiropractic Economics & Massage Magazine

Senior Web Developer/Business Systems Architect 2013-present

- Manage and guide Web Development Team and contribute most or large parts of code to develop, design, migrate, program, and maintain open-source sites and databases for e-commerce and publication sites including MassageMag.com, Chiroeco.com, BeYogi.com/insurance/, BeautyInsurancePlus.com, Nacams.org and MassageLiabilityInsuranceGroup.com.
- 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 & CRM integrations.
- 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 Jewelry

57-store retail jewelry chain and manufacturer

Lead Web Developer / Ad Director

2010-2013

- Modernized systems with newest web innovations while creating new data sharing tools, a custom ERP, and opportunities along entire production and distribution chain with improved inventory allocation and more tailored localized marketing for 57 retail stores.
- Migrated 10,000+ products from RiddlesJewelry.com custom shopping cart to Magento SEO'd profit machine.
- 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.
- Media strategist and buyer for 10 stores in Midwest.

Random Art House aka Reach Media Advertising

General Manager/Director of Business Development 2003-2010

- Oversee the daily activities of a full-service advertising agency that specializes in media placement and research, video production, 3D animation, and displays.
- Design and develop a variety of client websites in PHP, Flash, Javascript, and jQuery with multimedia capabilities.

- Guide local and national clients to increase sales by developing marketing plans to complement business sales objectives. Customers include: WCI Communities, Lee Memorial Health, 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 and promotional materials for a variety of clients such as community developers, doctors, attorneys, retail and non-profits.

Southwest Florida College

College Instructor, Marketing Strategist

2005-2010

- Part-time, then full-time college instructor of **Web Design**, 3D Animation and Graphic Design Portfolio.
- Redesigned website, produced new web and broadcast videos for recruitment and admissions.
- After 2008, went full-time and joined Marketing Team as their Marketing Strategist, Media Buyer & Video Producer.
- Negotiated over \$58 million in advertising schedules.

Before 2003

*Freelance video producer for Jones Intercable,
NBC-2, ABC-7 and local Comcast TV station*

1995-2003

General Manager, Big Color Output

2001-2003

*Broadcast Graphic Designer & Animator
Waterman Broadcasting NBC-2 & ABC-7*

2000-2001

*Gannett Fort Myers News-Press and
Cape Coral Daily Breeze*

1994-2000

U.S. Army, Helicopter Repairman

1988-1993

Education

*A focus on business
and entrepreneurialism*

International College, Bachelor's in Business Management 2001

Edison College, Associate's Degree

1999

U.S Army, Primary Leadership Development, Germany

1991

U.S. Army Utility Helicopter Repair School, Ft Rucker, AL

1988