

JEFFREY MICHAEL JOHNS

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Profile

Versatile, innovative web programming professional and leader with 10+ years of experience in building, maintaining, developing and managing web identities and applications. I love what I do and it shows in my work, passion and dedication.

- Excellent communication and analytical skills to assess any technical issue and develop strategies for quick resolutions.
- A thorough, dependable team player, learning and applying new concepts quickly. Dedicated to providing outstanding client relations, service and direction.
- Adept at staying on-task and on-time with deliverables. Effectively balance shifting priorities, user requests, tight deadlines and tight budgets.
- Exceptional ability to develop features from concept to production while helping, leading and training a technical team of developers and designers.
- Unique ability to design, develop and manage all aspects of projects simultaneously.

Experience

Director of Projects, Viddler Inc. Bethlehem, PA

2009-2010, 2011-Current

Manage product life-cycle, design, develop and execute new online initiatives for Viddler.com's applications and sub-sites.

1. Write and gather project requirements
2. Created Viddler's first self-service advertising platform: <http://adworks.viddler.com>
3. Create and implement 3rd party APIs for integration within Viddler
4. Maintain and create project MySQL databases
5. Design and program new sections, tools and sites
6. Create blog posts and videos for new products

Lead Web Developer / SysAdmin, Klunk & Millan Advertising Allentown, PA

2010-2011

Manage all custom applications, web, database and email servers for clients such as Olympus, Stanley, Emhart and others.

1. Write and gather project requirements for server set-ups, custom web applications and mobile applications.
2. Design and develop all custom web applications both front and back-end, mobile applications.
3. Manage all support for clients both internal and external through ticket support for servers, email, desktop support, mobile and web applications.
4. Technical liaison between the client and the advertising firm.
5. Manage all web, application and database servers (27 production and 8 development).

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Interactive Product Development Manager, The Morning Call Allentown, PA
2006-2009

Lead a staff of 8 developers and designers to create all the advertising and applications for The Morning Call's core web site themorningcall.com and all new and existing brands. Report directly to the CEO/Publisher of The Morning Call. Main responsibilities include but are not limited to:

1. Write and gather project requirements for all interactive projects
2. Schedule all advertising campaigns and interactive projects for creation
3. Weekly training seminars on topics staff choose
4. Maintain development road map and life-cycle for all applications
5. Develop coding and design standards
6. Lead the Internet Steering Committee for The Morning Call
7. Maintain and create all new and existing web verticals
8. Acquiring and maintaining new and existing vendors
9. Responsible for all marketing on online products

Web Application Developer, The Morning Call Allentown, PA
2004-2006

Create and maintain all web applications for The Morning Call's web site including everything from user-generated applications to editorial based initiatives. I left this position because I was promoted to Interactive Production Manager. Main responsibilities included:

1. Program and design all internal, web and editorial applications
2. Maintain all templates to be used on themorningcall.com
3. Maintain and administer MySQL databases
4. Create marketing and advertising campaigns for clients
5. Train new employees on Tribune's content management system

Web Developer / Database Administrator, Computer Wizardry Inc. Bethlehem, PA
2000-2004

Sole web developer for a small web design agency responsible for all design, development and maintenance of 25-35 web sites. Also responsible for all print design services and internal Access database systems.

Graphic Artist, JBN Enterprises Bethlehem, PA
2000-2000

Worked on a team of three designers that conceptualized and designed a monthly catalog ranging from 20-30 pages to feature nutrition supplements for sale online and in-store.

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Education

- Lehigh Valley College, Allentown, PA — Associates in Specialized Technology, 1999
 - GPA 3.65
- Lehigh Carbon Community College, Schnecksville, PA - 2001
 - Visual Basic 6.0
 - Microsoft Access
- Introduction to Tribune Leadership
- Advanced Tribune Leadership - 20 Week Course

Awards and Recognition

- Call to Excellence Award, 1st Quarter 2005, The Morning Call.
- The Publisher's Award for 2005, The Morning Call. This award is given to one employee per year.
- Winner of Keystone Journalism Award for a series dealing with puppy mills in Pennsylvania. I contributed by creating the online searchable database of every breeder in Pennsylvania with their accompanying inspections. I also built the customizable widget that users could place on their sites to allow users to search inspections., 2007, The Morning Call
 - URL: <http://www.mcallcommunity.com/newsroom/breeders/> (Meant to be opened in a sized window.)
- Winner of Keystone Journalism Award for the 'Be An Angel' online database that allows the community to search for donations and the ability to donate to Not for Profit organizations.
 - URL: http://www.mcallcommunity.com/be_an_angel/
- <http://www.bkauto.com> featured in the December 2001 issue of Sema News magazine - Computer Wizardry Inc..

Other Experience

- Author for PHP Magazine - <http://www.phpmag.net> (Closed now)
 - Published articles include:
 - Writing a object-oriented MySQL class
 - Real time stat tracking using PHP, MySQL and JavaScript
- Author for PHP Freaks - <http://www.phpfreaks.com>
- Creator of Shared Markup Library (SHML)
 - Currently being used as the templating engine for all Morning Call web projects.
 - Has decreased initial development time and more importantly revision time by 25% YTD.

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Languages / Markup / Frameworks / API

PHP, JSP, JAVA, Python, OOP, JavaScript, Regular Expressions, ActionScript, AJAX, HTML, XHTML, XML, CSS, DHTML, SQL (MySQL, PostgreSQL, mSQL, Oracle), RSS, Visual Basic, Rails, Django, SHML, CodeIgniter, CakePHP, jQuery, mooTools, Google Maps, Yahoo Maps, Flickr, Basecamp, Facebook, Twitter, FreeWheel, Mobile, JavaScript and Flash Widgets, Web Scraping

Software / Applications / Other Skills

Photoshop, Illustrator, Acrobat, Quark Express, Coda, Dreamweaver, Flash, Adobe Air, Freehand, Solid Works, Visual Basic, Microsoft Office, iWork, Zend Studio, Aptana, Borland Starteam, CVS, SVN, Git, SCP, Movable Type, TypePad, Wordpress, Omniture, Expression Engine, Joomla, Drupal, WIKI, Assembler (proprietary to Tribune Interactive), SEO, DART, Google Analytics, Lightwave, Video Editing, Digital Photography

Operating Systems

Redhat, Debian, Ubuntu, OS X, Windows

Servers

Apache 1.3-2.0, Microsoft IIS

References

Jaleel Beck - Web Developer - Journal Register Company

- Phone: 610-762-4571
- Email: jaleel.beck@gmail.com

Joyce Arpon - Multimedia Content Manager, Orlando Sentinel

- Phone: 917-609-6328
- Email: joloresisimo@gmail.com