

Stephen Widom

New York, NY - stevewidom@gmail.com

Work Experience:

Strategic Insight | June 2016 - Present

Lead Web Developer | New York, NY

- As part of a team, convert high-traffic sites from legacy CMS to WordPress
- Work with DevOps to create & secure development, staging, and production environments
- Deploy code using Git and Amazon CodeDeploy
- Make use of VirtualBox & Vagrant to create portable work environments
- Code HTML emails and various marketing communications
- Participate in daily scrum meetings and bi-weekly sprint plannings

MSM DesignZ, Inc. | February 2014 - June 2016

Lead Front End Developer | Tarrytown, NY

- Developed more than a dozen custom WordPress templates
- Coded pages in accordance with best SEO practices
- Designed, coded, and executed several successful HTML e-mail campaigns
- Integrated payment gateways including Authorize.net and PayPal for e-commerce sites
- Eliminated spam from all custom contact forms
- Made use of Google PageSpeed Insights and Google Analytics to ensure top page performance and SEO ranking
- Setup VPS for client hosting including installing LAMP
- Optimized PHP and Apache for best performance on high-traffic sites

Plastic-Craft Products | August 2013 - February 2014

Web Designer / Web Developer | West Nyack, NY

- Completely redesigned and coded Plastic-Craft.com - including the storefront and blog
- Designed and developed PlasticCuttingBoards.com - from concept to completion
- Along with a coworker, created a user interface for an internal database system that allows users to search every item in inventory, and keeps an accurate stock count across several online outlets (eBay, Amazon, Magento stores)
- Designed and launched a successful e-mail marketing campaign (>70% open rate)
- Assisted in launching a successful Google AdWords campaign
- Utilized several APIs including MailChimp/Mandrill, FedEx, USPS, eBay, and more

Self-Employed | June 2012 - Present

Web Designer / Web Developer | New York, NY

- Work face-to-face with clients to create custom websites
- Ensure strict adherence to latest HTML and CSS standards and practices
- Make use of latest responsive design techniques to ensure consistent user experience on desktop browsers as well as tablets and mobile devices
- Utilize PHP and MySQL to store and retrieve information from databases
- Setup hosting through shared hosting environments or on personal VPS
- Develop custom jQuery plugins and PHP classes as needed

Volunteer Experience:

People to People | May 2013 - February 2014
Volunteer | Nanuet, NY

- Updated and enhanced WordPress website
- Utilized customer relationship management software to update and verify client records
- Responsible for several record-keeping tasks including tracking each volunteer's hours worked

Computer Skills:

- More than five years of professional experience with HTML, CSS, PHP & MySQL; more than three with JavaScript and jQuery
- Expertise in converting PSDs to HTML
- Professional experience installing, updating, and customizing WordPress sites and Magento storefronts
- Custom WordPress theme and plugin development, as well as custom jQuery plugin development
- Familiarity with version control software Git and setting up testing environments using Oracle VirtualBox
- Proficient in API integration including Constant Contact, Authorize.net, PayPal, Twitter, and Google Maps
- Knowledgeable in Adobe Creative Suite software including Photoshop
- Experience with Linux / command line interface

Education:

Bachelor of Arts - State University of New York, College at Oneonta
Music Industry major
Audio Arts Production minor