

## Heather Lynn

CRM/IT Consultant/Web Developer  
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### Objective

I am looking for a full time opportunity for a fast moving organization where I can continue to advance my skill set and work as part of a team to produce the most advanced and efficient eCommerce solutions.

### Summary

Since 2004 I have worked as a freelance web developer, temporary/seasonal contract consultant and hosting reseller. Many of the roles listed below have overlapping dates as is the case when working as a freelancer. Please note there have been no gaps in my employment as I also serve in acquiring new business , contract maintenance, accounting, support, administration and management. I have focused most of my development using the LAMP stack with ES6 Vanilla JS/HTML5/CSS technologies. Please note, the dates listed below for client projects represent the commencement of the contract, not necessarily the length of the contract.

My website, portfolio and letters of recommendation can be found at <https://sitesappsimages.com>

### Client : [Fast Friends](#) (current project)

West Swanzey, NH

Freelance Web Developer

March 2020 - Present

- Responsive full-stack application development (React/Node.js) for administrators to automate reminding caregivers to dispense medication on time, maintain medical history and general record keeping.
- Fundraising Tool application development (LAMP Stack)
- Perform DBA functions as required and monitor network performance ● Analyze SEO and provide reporting and visual representation of performance and conversion ratings (SemRUSH)
- Provide stakeholders with daily updates and manage project tasks Investigate performance issues and identify solutions to prevent or minimize impacts

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- Monitor the test phases of the developments in compliance with the defined

scenarios.

Client: Jonathan Cullen, Entrepreneur  
Clinton, NJ (current development)  
November 2019  
Freelance Web Development

Prototype Development of a Social Network featuring rich media content using the following technologies:

- Node.js
- React/Redux
- Express
- MySQL
- Cloud Video Intelligence API Consumption
- Graph QL API
- Vimeo API Consumption

Athlete Race Numbers (6 week project)  
Bound Brook, NJ  
Consultant - 2018

Hired by client to work as a project manager to qualify proprietary software developed by Hewlett Packard affiliate to determine if the software was built to the client's specifications and determine feasibility.

- Troubleshoot/test/debug proprietary software written in Angular. ● Identify and qualify technical and development tasks,
- Manage priorities and work with the development team to produce sprints. Communicate the status of each priority to the stakeholders

Client: Quest Environmental & Engineering (8 month project)  
Clinton, NJ  
EDI Consultant / Web Developer- 2017

- Developed EDI Maps for NJDEP
- Bootstrap Responsive static website design
- Graphic Design and Desktop Publishing

Client: Billy Hanke, Entrepreneur 2017 (4 month project)

Santa Barbara, CA

Freelance Web Developer

- Application Development - LAMP/JS/CSS/HTML
- UI Development - jQuery Mobile/Bootstrap3
- API Consumption - Twitter

[Socialfix Media](#) (4 months)

Clinton, NJ

7/2016 - 11/2016

CRM/Lead Developer

- Improved SEO optimization for individual client's websites by analyzing, reviewing and developing content based keyword research and analytical tools
- UX design
- Application Theming- Drupal, Magento, Wordpress and PlugIns Integration ● Application Development, HTML/JS/CSS - Wordpress
- Wireframing and StoryBoards - Adobe CS5
- Project Management and Reporting - BaseCamp
- Global Repositories and Communication Technologies - Git/AWS/Slack ● API Development and Consumption - Cryptocurrency Client ● Monitored the test phases of development to ensure it complied with the defined scenarios.
- Coordinated with the global development team to ensure tasks were on target to be completed on time.
- Perform ongoing system administration duties such as providing access, permissions, settings and SMTP gateways.
- Configuring domain hosting requirements and ensuring connectivity to backend databases and APIs. Client: [Exchange Collective](#) 2016 (2 year project)

E-Commerce Consultant/Web Developer

- Wordpress design, development, theming  
Created batch processes and application, automated scheduling of data exchanges via REST API with channel fulfillment partner KIBO and executed by custom shell scripting on UNIX server and transmitted via SFTP protocol from Salsify.
- Performed A/B Unit testing for best click through conversion rates ● Developed a proprietary ROI application for Exchange Collective's VP of Sales.

Client: Colin Walch, Entrepreneur (4 month project)

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Freelance Web Developer

- Social Network Application Prototype Development - LAMP ●

UI/UX Design - Bootstrap 3

- Logo Design - Adobe Creative Suite

Client: AdSmart/Digital West 2014 (6 months)

Digital Advertising Coordinator/Project Manager

- Web Development of Client Dashboard (LAMP stack)
  - Web Development SAAS / AWS - Laravel
  - Banner Advertisement Development and Coordination (JSON/API) •
- Project Management

IST, International 2013 (4 months)

LAMP Developer OpenSIS Educational Software

- Web Development, PHPStorm
- Project Management, Jira
- Coda - HTML4/CSS3

Client: California Collective 2012 (2 year contract)

Freelance Web Developer

- LAMP stack application development
- Content Creation - Photoshop Image Editing

Client: Phil Guarino Consulting 2012 (1 month project)

Freelance Static Web Designer

- Static Website Development - HTML/CSS
- Graphic Design - Adobe Creative Suite

[National Hockey League](#) (5 month contract)

UX Designer /Project Manager

November 2010 - March 2011

New York, NY

- Collaborated with product management and engineering to define and implement design for the UI/UX product performance, experience and direction, visuals and experience for Game Center Mobile Apps on all mobile platforms
- Created wireframes, storyboards, user flows, process flows and site maps •
- Performed split testing to determine best design of User Interface •
- Ensured that all directives were met prior to releases
- Monitored customer feedback, qualified technical issues and prioritized all critical tasks

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- Monitored GameCenter live broadcasts to ensure products were performing

as expected.

- Uploaded products to storefronts for iTunes, Droid/Google, Nokia, Blackberry and HTC

Client: [Agata & Valentina](#)

New York, NY

2007 - 2009 (2 year contract)

- Interactive website development featuring high fidelity location interior and product photography
- Flash design & development
- LAMP stack human resources application for career pages and CMS for updating menus and products.
- UI/UX Design - HTML/CSS/JS
- Database Administration - MySQL
- Graphic design
- Image editing

Recurring Responsibilities/Duties throughout length of contract

- Security
  - Review of PHP Security issues
  - Identify potential injection or performance issues
  - Make recommendations for improving security
  - Making updates to code as required
- Embedding press releases, creating advertising concepts, designing Flash animations
- Publishing Duties
  - image editing
- Conceptualization of advertisements and full development of fresh unique designs for new campaigns
- Seasonal and promotional advertising -php custom newsletter broadcasting applet
- Market share reporting

Client: Francois Payard 2004-2009 ( 5 year contract)

- eCommerce Application Development - LAMP stack
- UI/UX Design - CSS/JS
- Database Administration - MySQL
- Graphic Design
- Content Creation
- Flash Design & Development for Audio/Visual Intro page
- Network Administration/Integration of carrier XML data (Fed Ex) Recurring

Responsibilities/Duties throughout length of four (4) year contract

- Security
  - Review of PHP Security issues
  - Identify potential injection or performance issues
  - Make recommendations for improving security
  - Making updates to code as required
- Meeting monthly in person with the client to remain personal and empathetic to his specific objectives and interests.
- Preparing SEO metrics, data analytics, electronic reporting and capturing sales data as directed.
- Embedding press releases, creating advertising concepts, designing Flash animations
- Assign user identification, maintain SMTP email system
- Provide training and technical support to all end users of applications.
- Publishing Duties
  - image editing
  - content creation
  - developing training materials
  - catalog publishing
  - broadcasting newsletters
- Conceptualization of advertisements and full development of fresh unique designs for new campaigns
- Seasonal and promotional advertising -php custom newsletter broadcasting applet
- Market share reporting
- Wholesale order entry system application development - LAMP stack & UI/UX design HTML/CSS/JS
- FedEx System integration at shipping center.

Web Content Manager - ( 6 month contract)  
October 2008 - March 2009  
Basking Ridge, New Jersey

- Responsible for managing content as part of a team for electronic software distribution.
- Manage content delivery from Akamai CDN
- Perform SQL queries on large tables and datasets to sanitize data.
- Ensure optimization of records and integrity of data
- Monitor all production, staging and mirror sites
- Qualify and Prioritize technical requests and coordinate ETC ●
- Manage all Marketing Directives and update stakeholders
- Project management and coordination of all task directives and communication of status of tasks to stakeholders
- Validation of integrity of electronic data feeds and website pages using SQL/Toad/Oracle/UNIX

[Beacon Graphics Ltd](#) (5 years direct/2 years consulting)

DBA/Web Developer  
November 2002 - November 2009  
Branchburg, NJ

Responsible for gathering specifications, designing, developing, training and maintaining web-based solutions (HTML/XML/CSS/Javascript, PHP/MySQL, Apache, UNIX, IIS) including:

- E-Commerce - Shopping Cart
- Leads/Sales Contact System/Project Assignment
- Customer login for real time shipment information and payment center ●
- Shipping cost estimating system
- Technical Support forum, hand-coded threading system and assignments ●
- Inventory management system
- Order entry system
- Interactive tools e.g. Vinyl Selection Tool/Graphics Selection tool ●
- Broadcast newsletters and marketing solutions

Technologies:

CRM Tools - Raven SEO, Google Analytics -  
Application Development -Node.js, Vanilla JS (ES6), PHP,Perl, Python  
Frameworks Angular, Laravel, Wordpress, Drupal, Magento, CodeIgniter

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UI Libraries- React, Bootstrap4, jQuery Mobile/CSS

Version Control - Putty, Git,  
Cloud Platforms- AWS  
API - JSON, SOAP, oAuth, PHP cURL  
Databases - MySQL/Postgres  
A/B Testing, Adobe Target, Google Analytics, Firebase  
Rest APIs- Twitter, Google Cloud Video Intelligence  
Vimeo, GraphQL, KIBO Commerce, Akamai  
CLI - NPM and UNIX  
Shell Scripting - Apache  
Development Tools - Chrome Dev Tools, Firebase  
SFTP Protocol, oAuth  
Text Editors - Sublime, Atom, Visual Studio, Coda  
Oracle/Toad SQL, MySQL, Postgres  
DB Admin Tools - Plesk, phpMyAdmin  
Environments - AWS/Git  
Journey Mapping - Visio  
Data Modeling - MySQL Workbench  
Graphic Design - Adobe CS5/GIMP  
Animation - HTML5/jQuery  
Project Management - JIRA/Confluence  
OpenSIS - Educational Open Source Software

Education:

High School graduate and non-matriculated student at Fairleigh Dickinson University,  
Concentration: Programming and Computer Science