

Brett Farrey

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PROFILE:

Web developer with 10+ years of experience and expertise in planning and developing websites. Takes pride in reputation as a web developer with a strong understanding of usability, functionality, and creativity.

- 8+ years of Linux, Apache, MySQL, PHP development experience
- Search Engine Optimization, PPC
- Building and maintaining online marketing campaigns
- Experience implementing various Content Management Systems
- Maintaining high traffic, dynamic web sites with high uptime
- Designing style sheets and testing them for browser compatibility
- Proven ability to communicate highly-technical concepts to non-technical decision makers
- Involved in website development since 1996.

PROFESSIONAL SKILLS:

Primary Skills - PHP, Apache, Linux, MySQL, HTML, JavaScript, CSS, SEO

Tools - Zend Studio, jEdit, Eclipse, pico, vi, Adobe CS, Zend PlatForm

Software Packages – X-Cart, WordPress, Drupal, phpBB, SMF, phplist, OpenAds

Operating Systems - Linux, OSX, Windows, Novell

Websites – *worked on or fully developed*

- <http://www.fullcompass.com>
- <http://www.weitbrecht.com>
- <http://www.madison.com>
- <http://www.thedailypage.com>
- <http://www.balancepersonaltraining.com>
- <http://www.bcrf.org>
- <http://www.captionedtelephone.com>
- <http://www.ultratec.com>
- <http://www.sprintcaptel.com>
- <http://www.cableup.com>
- <http://www.violetusa.com>
- <http://www.aptshowcase.com>
- <http://www.wiscnews.com>
- <http://www.wisconsinhomes.com>
- <http://www.longdockbeacon.com>

PROFESSIONAL EXPERIENCE:

Ultratec – Madison, WI 53719

PHP Programmer, May 2007 – present

Responsibilities: Lead PHP developer, web server administrator, graphic designer and SEO consultant. Developing corporate websites and web applications, Linux web server administration, e-commerce, search engine optimization, developing marketing strategies, managing PPC advertising in competitive markets to produce ROI, analyzing Google Analytics data, Developing a link building campaign through social networking websites and other social media outlets.

Full Compass – Middleton, WI 53562

PHP Programmer, May 2006 – May 2007

Responsibilities: Lead PHP developer and web server administrator. Designed and implemented caching strategy for high traffic web applications. Designed SQL queries for best performance for web based applications. Built front end user interface graphical components. Worked with designers to design, build and implement websites. Developed plans to improve usability. Analyzed web statistics to further improve ROI and lower the exit rates on particular pages. Improved search engine optimization.

Capital Newspapers (Madison.com) – Madison, WI 53703

Web Programmer, October 2004 – May 2006

Responsibilities: 50% programmer, 50% Linux server administrator. Developed and maintained online applications and scripts for all of the company's publications. Installing and maintaining Linux web servers with failover and backup systems. Servers run various applications such as, Apache, PHP, MySQL, OpenSSL, Zend Platform, Java, Tomcat, GD Library, Sendmail, and TSM. Developed applications such as polling software, restaurants database, recipes database, online classifieds submission, promotions tool, survey tool, and some intranet human resource applications. I also maintained the ad server and forum software.

Isthmus Publishing – Madison, WI 53703

Systems Manager, March 2000 – October 2004

Responsibilities: Total support of all servers, workstations, and phone systems, including, 40+ workstations, Linux email server, Novell file server, intranet web server, FileMaker server, and Gnat Box firewall. Maintained Veritas tape backup system, FileMaker server running Pre1, and Norton Enterprise virus server. Developed and maintained web applications using PHP and MySQL.

Inacom Information Systems – Middleton, WI 53562

Workstation Specialist, January 1999 – March 2000

Responsibilities: Total workstation support including imaging, hardware troubleshooting, training of end-users, creating software installation instructions, and level one network support.

University of Wisconsin - Division of Intercollegiate Athletics - Madison, WI 53711

Athletic Department Help Desk Coordinator, June 1997 – December 1998

Responsibilities: Help Desk support, setting up computers for the network, upgrading operating systems (Windows NT, Windows 95, and Mac OS), training of end users, hardware and software inventory, installing software and hardware, recommending upgrades for software and hardware, write and maintain the Standard Operating Procedures for the Computer Services Help Desk, and other projects and assignments as assigned by my supervisor.

Rondinelli Music/Audio - Dubuque, IA 52003

Sales, March 1994 - June 1997

Responsibilities: Customer service, sales, cash register, order inventory, accounts receivable, store displays, newsletters, mailing list, and professional audio services.

EDUCATION:

Madison Area Technical College – Madison, WI 53704

Computer Information Systems – Web Programmer

Certified Novell Administrator – Certificate 1999

Southwest Wisconsin Technical College - Fennimore, WI 53809

Computer Information Systems - Microcomputer Specialist

Two-Year Associate Degree - Spring 1997

Musician's Institute - Los Angeles, CA 92008

Bass Institute of Technology

One-Year Certificate - March 1993