

Chris Woods

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SUMMARY

With over 10 years of web development and project management experience, I'm a technologist with a firm grasp of business processes, capable of working independently or leading a group of developers.

SKILL SET

Languages and other skills

- Main Skillset: LAMP (Linux, Apache, MySQL, PHP) Web Development, ASP .NET C#, AJAX, HTML/dHTML, Flash, Javascript, CSS, XML, SQL

Software Experience

- Development: Dreamweaver, Flash, Photoshop, Illustrator
- Database: MySQL, Microsoft SQL Server, Microsoft Access
- Platforms: Linux (Redhat, Fedora, Mandriva, Ubuntu), Microsoft Windows (all versions)
- Other: Domino, Lyris ListManager, Google Analytics, Google Adwords, Webtrends

EXPERIENCE

PlateSpin Ltd.

2006-Present

Senior Web Developer

<http://www.platespin.com>

- Primary responsibilities include development and ongoing maintenance for Corporate and Intranet websites.
- Managed various web projects through entire development cycle.
- Developed and maintained enterprise-wide content management applications for the corporate and internal websites.
- Corporate website built using ASP.NET, C#, and MS SQL Server 2005.
- Responsible for decisions relating to hardware and software required to run the websites.
- Responsible for implementing SEO techniques and bringing our website quality traffic.
- Provide reports to management regarding web traffic and trends, along with suggestions aimed at increasing traffic and retaining visitors using data from Google Analytics and custom web monitoring.

CA Inc., Formerly Cybermation

2001 – 2006

Lead Web Developer, Project Manager and SEO Specialist

<http://www.cybermation.com>, <http://support.cybermation.com>, <http://www.simplexity2006.com>*Project Manager and SEO Specialist*

- Provided valuable leadership and direction to the web development team through an in-depth understanding of business processes, gathering requirements, managing scope, identifying issues, and ensuring overall quality.
- Managed relationships with third parties (Google Adwords, HBS Marketing, Non-Linear Creations, etc.) to enhance the reach of various marketing campaigns.
- Acted as the main point of contact between various levels within the company, including the Creative Director, Communications Director, Product Marketing Director, and IT Senior Manager.
- Spearheaded the analysis of cybermation.com for search engine optimization (SEO) and

formulated a plan that brought our website to the top with our targeted keyword phrases. The increase in visibility dramatically increased our website traffic.

- Provided reports to management regarding web traffic statistics and trends, along with suggestions aimed at increasing traffic and retaining visitors using data from Webtrends and Google Analytics.
- Performed regular audits of all web properties to ensure compliance with SEO guidelines and web standards.

Web Developer – Corporate Website & Intranet

- Responsible for initial development and ongoing maintenance of corporate & Intranet websites.
- Recommended, installed and configured all server software, including operating system, database, web server, and firewall.
- Developed websites using LAMP. Also made heavy use of JavaScript to make the websites more dynamic. The intranet made use of AJAX to pull some information from the database.
- Created a user authentication system on the corporate website for tracking downloads and obtaining leads for the sales team. All online forms and many visitor actions were logged to the database for later retrieval and analysis.
- Developed countless mini-websites and email blasts aimed at increasing traffic on the website and thereby increasing exposure to the company.

Lead Web Developer – Customer Support Website

- Took a lead role in managing the development of the customer support website over several junior developers.
- Responsibilities included gathering project requirements, recommending hardware and software, monitoring timelines, and managing relationships between the various levels within the company that had some involvement (IT, Sales, Support).
- Responsible for ongoing maintenance and ensuring continual uptime of server (this includes a continued role as the main point of contact between the IT and Support departments) and overseeing all product releases and user additions.

IT / System Administration

- Set up and maintained corporate FTP, SFTP and Lyris Listserv on Linux and Windows servers. This included ongoing management for hundreds of customer and employee user accounts.
- Responsible for all hardware recommendations, set up and maintenance for all web servers.
- Set up and maintained firewalls and SSL certificates for external Linux web servers.
- Purchased and maintained domain records for all web properties.

ICOM Information and Communications

2000 – 2001

Lead Web Developer

<http://www.i-com.com>, <http://www.shoppers-voice.com>

- Developed corporate and marketing websites based on JSP with an Oracle database.
- Responsible for technical management of all internet and intranet initiatives.
- Created weekly strategic and trend analysis documents for senior management.
- Acted as primary contact for all web-related outsourced companies, as well as for the e-business team.
- Managed an outsourced project to create a custom CMS so any part of the corporate website could be updated by ICOM employees.
- Built and maintained a website that contained information for millions of members. Weekly personalized emails were sent out to most members based on individual preferences. The website

was built using JSP with an Oracle database.

- In charge of all computers in production and testing environments running: Linux Redhat 7.0, Solaris and Windows 2000 Operating Systems with IPlanet, Apache, Jakarta-Tomcat, and Oracle 8i installations.

Oasis Technology Ltd. 1998 – 2000

Webmaster and Marketing Technical Lead

<http://www.oasis-technology.com>

- Assisted in conducting interviews to hire additional web developers.
- Managed small groups of developers involved in various web-related projects.
- Gave product demonstrations to partners and clients that featured web interfaces I had developed for various company products. These demos were given at trade shows, at Oasis sponsored events, and in-house.
- Gave presentations about the present and future of wireless technology for Oasis partners and clients.
- Developed the corporate, partner and client websites. User authentication was set up for partner and client websites using Apache.
- Developed a corporate storefront for purchasing Oasis brand merchandise. The store was hosted at Oasis and processed payments in real-time. The store was available on a regular browser and also on a wireless device such as a cell phone using WAP technology.
- Developed the web front end for the Oasis internet banking software to work in both a regular browser and on a wireless device.

EDUCATION

CDI College 1998

Oshawa, ON

Computer Programmer / Analyst diploma.

DeVry College 1996-1998

Toronto, ON

Took various courses, including: Project Management, C/C++, Linux, Systems Analysis, and Accounting.

References available upon request.