

JS

Backbone
Jasmine
Angular
Jquery
Kinect
OOP

PHP

CodeIgniter
WordPress
MySQL
Joomla
OOP

CSS3

Cross Browser
SCSS / SASS
Responsive
Animations
Compass
OOCSS

RUBY

Ruby on Rails
PostgreSQL
Mustache
RSpec

HTML5

Prog. Enhancement
HTML5 Canvas
Semantic Code
HAML

NODE.JS

RESTful API's
Mongoose
MongoDB
Passport
Express
Mocha
Async

+

GIT
UI/UX
AGILE
BDD/TDD

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Scott MacDowell

Front End Developer

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Profile

I am seeking a position as a front end developer or full stack developer. I have a passion for learning new languages, constantly striving for perfection, and creating work that exceeds expectation.

Beyond web development, I also possess a strong digital marketing background. This additional expertise grants me the unique insight to help incorporate growth engineering into the development cycle.

Non-Technical Skills

SEO, Digital Advertising, Affiliate Marketing, Public Relations, Reputation Management, Social Media Management, Media Buys, Growth Strategy, Big Data, Analytics, Graphic Design

Professional Experience

LOLPlaybook, Sacramento, California
November 2013 - Present
Creator

This is my bootstrapped startup I have been working on full time. Tasks have included design, full-stack development, project management, market research, competitive analysis, and monetization strategy.

- Developed a fully tested RESTful API in Node.js & MongoDB.
- Currently developing the responsive front end with Angular.js.
- Managed myself in an AGILE manner through Pivotal Tracker.

Rundavoo, Los Angeles, California
April 2012 – October 2013
Full Stack Developer

Helped conceptualize, create, & market Rundavoo.com from the ground up. Initially built on the Ruby on Rails framework, we shifted to backbone.js/node.js. Application was built using responsive design and best practices, including Agile/TDD. Deployed on Heroku. The frontend was developed in HTML5, CSS3, Javascript, JQuery, SCSS, and Mustache.

Paris Hilton Entertainment, Beverly Hills, California
January 2012 – August 2012
Full Stack Engineer + Digital Marketing Consultant

Created a marketing strategy and developed a custom, branded image hosting system built upon WordPress. The system was implemented to funnel all of her social and SEO traffic back to her website allowing us to effectively monetize the Paris Hilton brand. The system increased her online revenue from nearly nothing to the \$xx,xxx / month.

- Built a lean web app and marketing system in under 2 months.
- Helped manage ad sales for Paris Hilton's online brand.
- Managed eCommerce and implemented SEO strategies.
- Utilized big data and analytics to identify trends.

AlliedWallet, Los Angeles, California

May 2008 - April 2012

VP of Marketing + Front End Developer

Development

- Developed the front end in WordPress.
- Created scripts to boost SEO rankings with PHP.
- Integrated customer's shopping carts with PHP.
- Develop underwriting bots in PHP to automate simple tasks.
- Operated within an AGILE / SCRUM environment.
- Worked with the "views" of the backend in .Net.

Marketing

- Created and managed the marketing department.
- Directly contributed to the 1,500%+ growth seen during my tenure.
- Promoted from Front-End Developer to VP of Marketing in less than 3 years .

Payments

Acquired a high level of knowledge regarding PCI-DSS Compliance, payment gateways, underwriting accounts, fraud prevention, and the specific workings of nearly all methods of digital commerce ranging from low risk to high risk. Examples of this expertise include traditional CNP transactions, ACH, Wires, eWallet operations. Additionally, I attained in depth and unique experience with all card brands and their specific regulations.

Education**Arizona State University**, Tempe, Arizona

Fall 2005 - Spring 2009

Pursued a Bachelor of Arts in Economics

Organizations

Sigma Phi Epsilon - VP of Member Development

References and code samples happily provided upon request.

A permanent copy of this resume is available at <http://scottwillcode.com/resume.pdf>