

## **Michael White**

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**PROFILE:** Experienced web developer with server admin and hardware skills. Many years experience in HTML, CSS, MySql, open source CMS and Ecommerce platforms. CRM Platforms and some PHP knowledge. Proficient in Photoshop, Illustrator and wire framing tools. Seeking a position in a company where my enthusiasm, experience and strong work ethic can be fully utilized. Excellent problem solver and critical thinker. Good with hardware, fast learner, good attitude, strong interpersonal and communication skills. Able to manage projects and people.

### **EXPERIENCE:**

Nov 2015 - Current

**The Gripster - Product development - Owner, inventor & founder**

#### **Duties:**

Website Development - HTML, CSS, XML, PHP  
Website Management and maintenance - Magento  
Server Administration - Linux/Windows  
Data Management  
Design/Develop Web pages  
Magento upgrades and tool implementation  
MySQL database management  
Facebook API integrations  
Social media integrations with magento site  
Product design, Product prototyping, CNC routing  
laser cutting, 3D scanning, 3D modeling, mold making  
pouring resin, shooting video, video editing & marketing

2013 - 2015

**Etched Creative - Web Developer and Project Manager**

#### **Duties:**

Website Development - HTML, CSS, XML, ASP, PHP  
Website Management and maintenance - Magento  
Website Management and maintenance - Joomla  
Server Administration - Linux/Windows  
Data Management  
Design/Develop Web pages  
Magento upgrades and tool implementation  
Joomla site administration and tool integrations

MySQL database management  
CRM management  
Facebook API integrations  
Social media integrations with magento site

Nov 2012 - 2015

**PETRO Industrial - Web Developer and Project Manager**

**Duties:**

Website Development - HTML, CSS, XML, ASP, PHP  
Website Management and maintenance - Magento  
Website Management and maintenance - Joomla  
Server Administration - Linux/Windows  
Data Management  
Design/Develop Web pages  
Magento upgrades and tool implementation  
Joomla site administration and tool integrations  
MySQL database management  
CRM management  
Facebook API integrations  
Social media integrations with magento site

Nov 2010 - Current

**The Gripster** - Product development Berkeley - Nov 2010 - Current  
Owner, inventor & founder

**Duties:**

Product design, product prototyping, CNC routing, laser cutting, 3D scanning, 3D modeling, mold making, pouring resin, web development, shooting video, video editing & marketing

Sep 2011 - Sep 2012

**Web Development and IT Contractor** for Various Companies  
**Mace Security International, Bio Radiations** - *California*

**Duties:**

Website Development - HTML, CSS, XML, ASP, PHP  
Website Management and maintenance - Magento  
Website Management and maintenance - Joomla  
Server Administration - Linux/Windows  
Data Management  
Design/Develop Web pages  
Magento upgrades and tool implementation  
Joomla site administration and tool integrations  
MySQL database management

CRM management  
Deployment of multi vertical Eblasts  
Facebook API integrations  
Social media integrations with magento site

Nov 2010 - Sep 2011

**Mace Security International *Walnut Creek, California***  
**Web Developer and E-Marketing Specialist**

**Duties:**

Website Development - HTML, CSS, XML, ASP, JSP  
Website Management and maintenance - Magento  
Server Administration - Linux/Windows  
Data Management  
Design/Develop Web pages  
Custom Forms for Mailing sign up and lead source tracking.  
Magento upgrades and tool implementation  
Custom Theme for Magento E Commerce Site  
Joomla site administration and tool integrations  
Symfony site administration  
ASP site administration  
Mint DNS site management and customizations  
MySQL database management  
CRM management  
Deployment of multi vertical Eblasts  
Face API integrations  
Social media integrations with magento site

**9/2009-10/2010      CHENG Concrete *Berkeley, California***  
**Web Developer and Marketing Associate**

**Duties:**

Website Development  
Website Management/CMS  
CRM Integration to Website  
Building Custom Template for CRM Managed E Commerce Site  
Server Migration  
Template Customization  
Tools Development  
Data Management  
Coding multi-platform compatible Eblasts  
Managing Resources  
Design/Develop Web pages  
Implementation of Custom RIO Tools  
Custom Netsuite Forms for Mailing sign up and lead source tracking.  
Development of Custom Joomla Template for static site conversion to CMS

**2/09-9/09**    **Nor Cal Surf Shop** *Burlingame, California*  
**Web Developer and Store Manager**

**Duties:**

Building and Developing a new website using Joomla! 1.5 and Virtuemart with various open source components and plug-ins.  
Web Marketing with social media and other techniques.  
Developing online marketing strategies with budgets in mind.  
Maintaining website.  
Creating new content for website.  
Creating marketing material for upcoming events.  
Managing PPC Advertising campaigns.  
Creating marketing material for website specific marketing campaigns.  
Maintaining computer hardware and software.  
Fixing broken machines.  
Re-installing operating systems.  
Upgrading hardware components.  
Training staff in the use of CMS,HTML and online store.  
Managing staff and inventory.  
Organizing promotional events.

**2008-2009**    **Kite Wind Surf** *Alameda, California*  
**Kite Surfing Instructor & Store Manager**

**Duties:**

Managing online store content and adding new stock to website.  
Manipulating images for online store using Photoshop and Fireworks.  
Receiving inventory and adding stock to Quickbooks.  
Creating new online content intended to improve SEO ranking.  
Creating pay per click advertising to market to location specific areas in and outside the US.  
Shipping and receiving.  
Training new kite surfing instructors.  
Managing kite surfing School.  
Provided excellent customer service and demonstrated outstanding problem solving skills.

**2/2006-2/2007**    **Team Bondi** *Sydney, NSW*  
**3D Modeler – Environments and Architecture**

**Duties:**

Worked on L.A. Noire modeling 3D buildings.

**EDUCATION:**

**2/05-12/05**    **Certificate 4 in 3D Animation and Digital Effects**  
Enmore Design Center Sydney, Australia

**92-95**            **Associate Diploma in Fine Arts**  
Hornsby College. Sydney, Australia

## **ADDITIONAL SKILLS:**

Maintaining computers, hardware and software  
Upgrading hardware components  
Fixing broken machines  
OS Installations  
Networking/troubleshooting  
Server/Data flow Architecture  
Problem Solving  
HTML/DHTML  
CSS  
XML  
SEO Skills  
Experience interacting with CRM applications - Mostly Netsuite  
Beginner PHP, enough for hacking templates/functionality and positions/layout  
Experience with SQL, PHP and PhPBB  
Experience with SEO and PPC  
Advanced Web skills  
Social Marketing Integration  
Experience with keyword marketing, adwords and adsense  
Excellent communication skills  
Joomla Development  
Joomla Template Customization  
Wordpress  
3D animation  
Photography and Digital image manipulation  
Video Editing  
Knowledge of web analytics software  
Extensive experience with multimedia and new medias