Ryan H. Abrams

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SUMMARY OF QUALIFICATIONS

♦ Over 18 years of team oriented PHP web application development focused on inventing optimal solutions for new and existing businesses, enhancing team capabilities, and increasing organizational efficiency
♦ Constantly engaged in learning and sharing the latest web standards and development best practices
♦ Extensive sales and communications experience offers a unique background suited to effectively communicating with both technical and non-technical clients

TECHNICAL EXPERTISE

Languages   **PHP**, **Javascript**, **SQL**, **Ruby,** XML, CSS, SASS, XML, Bash, Python
Frameworks   **Extensive Laravel Experience (3.x, 4.x, 5.x)**, AngularJS, vue.js, Ruby on Rails
Applications **PHP-FPM, Nginx**, **MySQL/MariaDB**, **Redis**, **Git**, **Composer**, Node.js, Apache
Concepts   Object Oriented Development, ActiveRecord, MVC, SQL, TDD, Queues, Ajax, JSON, REST
Systems   **AWS, Docker,** Vagrant / Virtual Servers, Linux (Ubuntu, Debian, Homebuilt), Mac OS X, Windows

PROFESSIONAL EXPERIENCE

CNV, Inc. Los Angeles, CA (Remote Contract)   2014-Present

Senior Systems Architect   2014-Present
Lead Architect and Developer of custom multi-tenant ecommerce application to replace legacy systems with modern platforms for both core businesses and industry leading affiliate white label site programs.
♦ Developed a highly flexible architecture enabling rapid iteration and agile changes to keep up with market demands, while maintaining SOLID principles and exceptional maintainability
♦ Promoted modern best practices for a team used to working in a legacy environment, often teaching and mentoring the team in order to raise the bar for code quality organizationally and maintain a clean codebase
♦ Created and maintained resilient back end tooling to maintain and sync large web and data clusters based on changes in remaining legacy applications
♦ Designed dynamic data architecture permitting high levels of customization for each tenant site
♦ Enabled shared business logic across independent applications via centralized composer packages

JCPenney, Inc. Plano, TX   2010-2014

Senior System Specialist   2012-2014
Primary systems designer and developer for all marketing production support, creating applications and processes to streamline and support marketing activities, increase organizational accuracy and efficiency, and provide solutions for scalable and sustainable capability growth
♦ Successfully implemented team-wide Git-driven version control, issue tracking and deployment methodologies
♦ Lead the design and development of a centralized database and RESTful API, enabling cross-application reporting as well as shared business rules and data
♦ Utilized central API to create a planning tool for the majority of JCPenney's marketing materials, covering allocation, content, design, and reporting
♦ Integrated new and existing systems with legacy corporate systems (DB2) and third party vendor applications, ensuring data continuity throughout the business process

System Specialist   2010-2012
Provided rapid support for existing systems along with fast turnaround development on incidental systems necessary to support and improve the production capabilities of the entire marketing organization
♦ Designed and implemented "Marketing Plan" tool to migrate the JCPenney marketing schedule out of excel and into a department wide relational database, creating dramatic increases in plan change communications
♦ Streamlined communications between Marketing and the Legal department on Trademark requests by developing a web based application to submit and track trademark requests throughout their lifecycle
♦ Developed service request application to serve all JCPenney stores, routing requests for media systems support to the appropriate service providers in their area based on their specific needs

PROFESSIONAL EXPERIENCE (CONTINUED)

Independent Programmer, Carrollton, TX   2007-2010
A freelance programmer for multiple client projects created primarily using PHP, MySQL, and JavaScript/AJAX.
- Design, Develop, and Deploy large-scale business applications from start to finish
- Modify and Enhance existing codebases to client specifications
- Manage additional developers and resources to ensure successful project completion
- Projects include Insurance Policy Management, Corporate Trouble Ticketing, and Weblog Enhancements

CROSSMARK, Inc. Plano, TX   2002-2009

Integrated Data Services Manager   2005-2009
Provided ongoing dedicated analytics for a specific client team, focused on applying performance metrics to, and increasing the value of, team activities using all available data and technologies. Acted as primary client contact.
- Originator of analytics as a specific profit-based service offering – instrumental in expanding the group of analysts from 4 to over 10
- Developed, Tested, and Automated custom statistical models and best practices for location based store performance evaluation, out of stock determinations, and return on investment analysis
- Created methods of integration of multi-terabyte datasets as a unified data source for analytics

Report Developer / Retail Data Administrator   2004-2005
Responsible for report development and data integrity for critical internal field force automation system. Served as liaison between the Client Facing and Internal Technical portions of the company.

Director of Research and Integration   2003-2004
Acted as part of the team responsible for new business and sales within the organization. Implemented and maintained large project plans for new client integrations. Extensively traveled to participate in Sales Call, Trade Shows, and Industry Conferences. Directly participated in gaining over $50MM of additional annual revenue.

Business Consultant   2002
Evaluated both internal and external business products and offerings, and reported detailed findings including risk analysis, market research, process simulation model, and collaborative opportunities between partners.

Lea & Perrins, Inc. Fair Lawn, NJ   Summers 1998-2000
IT Intern and Web Leader

EDUCATION

Bachelor of Science, Media Communications   1997-2001
Florida State University, Tallahassee, FL
- Associate of Arts earned at the London, England campus over 2 years from 1997-1999
- Graduated with 3.05 Cumulative GPA. Minors in Philosophy & British Studies.
- Public Relations and News Broadcasting for V89, the award winning student radio station at FSU

STRENGTHS

- International and multi-cultural experience from exposure gained from studying abroad for 5 years in London, England - including travel to over 12 countries on 3 continents
- Strong ability to explain and clarify technical topics for a non-technical audience, and to distill non-technical requirements into the specific technical requirements for development
- Background in media and design compliments technical aptitude and leads to stronger application design