
Enthusiastic web, video and IT practitioner with diverse experience assembling, installing, configuring and utilizing various technologies in marketing, ecommerce and commercial spaces. Mastered the practice of intuitive troubleshooting for building, instructing, collaborating and resolving time-sensitive through long term issues.

Skills, Tools, and Language

- Ecommerce and Content Management Systems, Cmd Line, Image Processing, Network IT, Operating Systems, Organizational User Admin
- Magento, Wordpress (WooCommerce), Shopify, Mac / PC data recovery and security, Remote Admin, Adobe Creative Suite, Office 365, PHPMyAdmin, Mesh Central, Synology
- Linux, HTML, CSS, Powershell, Magento (cmd line)

Professional Experience

Ecommerce Manager, Magento Developer, IT Support, User Management

06/2017 - Present

Una Malan (unamalan.com)

Los Angeles, CA

Successfully developed and implemented a B2B catalog in Magento ecommerce that allowed multiple storefronts based on approved customer credentials. Managed vendor updates, client onboarding, asset prep and updating catalog.

Registration process optimized onboarding, and catalog structure greatly reduced client price requests and saved time for sales team quotes. Provided IT support for multiple locations and directed tech stack as needs changed. Created frameworks for data management guidelines, employee on-boarding, workflow and best practices based on evolving business strategies.

- Created product import strategy resulting in streamlined attribute sharing and reduced redundancy while decreasing time spent.
- Engineered and incorporated a customer vetting process into backend, increasing quality sales leads passed to staff.
- Liaised with vendors to build a 2K product library.
- Managed equipment and device installs: computer, sound, video and security systems in showrooms and offices.
- Supported organizational IT needs with Google, Dropbox, Microsoft, Adobe and other services for team.

Shopify Developer

02/2022 - Present

Nuvonu (nuvonu.com)

Los Angeles, CA

Developed a robust ecommerce site in Shopify to handle growing catalog and better incorporate a move to an original product line. Selected and modified extensions to work for client's needs. Imported products, orders and customers from Squarespace into Shopify.

- Consulted with the client to identify Shopify as their best choice for an ecommerce system and implemented migration.
- Developed custom implementation on Dawn theme to meet client's aesthetics and functionality with SEO in mind.
- Managed change from Nuvonu.org to Nuvonu.com and engineered workarounds for Godaddy's poor DNS redirect options via another hosted server.
- Streamlined client's email list, resulting in decreased bounce rate and increased conversion optimizations.

Microsoft Admin Solutions Architect

Sentinel Net Lease (sentinelnetlease.com)

09/2022 - Present

Los Angeles, CA

Created strategic IT project plans to move all of the firm services to Microsoft. Supported employee transition to Microsoft and guided workflow impacted by the service change.

- Migrated team file storage from Dropbox and Google Drive to Microsoft Sharepoint and OneDrive reducing file redundancy.
- Transitioned email from Google Workspaces to Microsoft Office 365 using Office and Google API integrations.
- Administered team of 10 users in Office 365 with powershell back-end admin tools.
- Implemented email security, quarantine and spam procedures to reduce unwanted and phishing email.
- Advised on Office365 workflow, strategy and best practice to help team increase productivity.

Projects

Magento Solutions Architect, Full Stack Developer

BacciPaintball (baccipaintball.com)

2012 – Present

Designed and managed Magento ecommerce system for the last decade (M1→M2). Project has kept me up to date on Magento development, web hosting best practices, email & social media marketing and video editing. All aspects of the project have carried over to client work and have helped increase my skills tremendously.

- Built Mailchimp mailing list of 5k users and managed campaigns.
- Integrated and configured cross channel extensions, increasing sales while decreasing time spent relisting on marketplaces.
- SEO + Link Building
- Migrated site to Nexcess for 3x speed increase and implemented all current techniques to optimize page load speed.
- CRM through 10k orders, SEO, launch initiatives for products and adwords campaigns.

Wordpress Paintball Histoy (paintballhistory.com)

2017 – Present

Successfully created intuitive navigation for users to traverse an archive of over 2000 articles on the history of paintball from 1981 to present. Archive includes videos, photos and a timeline.

- Constructed WordPress blog using Newspaper theme.
- Supported project through crowdfunding via Patreon.

Live Streaming Solutions Architect PBDnA

2017 – 2021

Managed industry collective which culminated in a weekly live stream broadcast for several years. Project was live-streamed in the studio and at remote field locations. Remote stream system constructed utilizing Raspberry Pi systems, command line, network protocols, Teradek systems, video formats and sim/cell connections.

- Created and led studio and in the field live stream setups and broadcasts.
- Wrote content, planned itineraries, corresponded with guests and managed equipment.
- Operated studio broadcast which streamed through OBS at highest possible bitrates.
- Designed and manufactured mobile live-streaming equipment through a combination of Teradek (video encoder), Raspberry Pi (OS) and cell signal (data connection) to enable remote live streams.
- Developed system for checking mobile speed for maximum bitrate steaming in the field.