

# Cody J. Singasaas

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## SPECIALIZED SKILLS

- **Front-End:** HTML5, CSS3, Javascript, JQuery, Backbone.js, AngularJS, pubSub
- **Back-End:** PHP, Zend Framework 2, ASP
- **Data:** SQL, MySQL, XML, JSON
- **Other:** CMS, SEO, SEM.

## PROFESSIONAL EXPERIENCE

### 2017-Present Senior Front-End Web Developer, Gage Marketing

- Review existing HTML and rewrite to conform to standards and ensure that it validates.
- Extensive use of Bootstrap 3.
- Constructed a custom CSS framework to support site templating using SASS.
- Leveraged GULP for SASS compilation, CSS minification, JavaScript concatenation and minification.
- Used AJAX for web service integration.
- Used jQuery/jQuery UI regularly.
- Developed modular JavaScript components. Contributed to the development of a widget library.
- Introduced to TypeScript.
- Worked with AngularJS in one-off projects and legacy platforms.
- Wrote HTML using Razor templating engine.
- Reviewed existing JavaScript code and rewrote it from top to bottom when necessary.
- Introduced accessibility concepts to the team and championed designs that promoted accessibility.
- Visual Studio 2017, SQL Server 2016 Management Studio, Adobe Photoshop CC 2017.

### 2014-Present Owner/Sole-proprietor, Affiliate Exec

- Created a light-weight comparison shopping site that integrates with an administrative API.
- Created RESTful API to expose admin site data to the shopping cart site (i.e. site category data and product data)
- Built admin site that allows users to manage all aspects of their comparison shopping site as well as merchandise their store.
- Integrated admin site with numerous retailer and affiliate aggregator API's. (Amazon, CJ Affiliate, Rakuten, VigLink, and Pepperjam)
- Heavily leveraged server side caching in order to boost site performance of comparison shopping site.
- Coded websites using mobile first design.
- Utilized Rich Snippets (Microdata schema from Schema.org)
- Back-end developed using Zend Framework 2
- Front-end written in AngularJS
- Configured custom Ant build to concat and minify CSS and JavaScript.
- CSS authored using SASS (adhering to ITCSS methodology)
- Set-up MySQL databases. Defined schema and administered local, development, and production deployments.
- Created auto-mated jobs to update advertiser status and product pricing data multiple times per day.
- Set-up remote GIT repository, and created release/deployment scripts for development and production environments.
- Configured local environment for Linux stack development using Zend Studio, xDebug, PHP5, Apache, and MySQL.
- Performed ongoing SEO audits and implemented improvements as needed.

**2012-2017****Front-End Web Developer, Connexions Loyalty**

- Developed responsive, mobile-first, travel rewards website for the largest financial institutions in the United States.
- Write standards compliant HTML5.
- Author CSS3 using SASS. Participate in writing custom framework.
- Leverage Grunt task runner for SASS compilation and style guide creation.
- Develop a library of widgets that handle all aspects of a travel website from searching to booking.
- Widgets authored in Javascript using jQuery and Backbone.js. Utilized pubSub design pattern.
- Strong emphasis on accessibility with everything that we delivered. Achieved WCAG 2.0 Level AA compliance as mandated by our clients.
- Work on production support and hyper-care defects.
- Worked with cross-functional teams in an agile(ish) environment.
- Provide time estimates for product enhancements for front-end team.
- On-board new developers.
- Conduct training, write documentation, and participate in code reviews.
- On-call resource for code releases.
- Work with internal and external UX designers and project stakeholders to see a project to it's successful conclusion.

**2004-2012****eCommerce Manager, Signature Concepts**

- Responsible for the development and maintenance of over 25 ecommerce websites.
- Wrote custom ASP.NET and PHP code to address specific functionality requirements for our Ecommerce sites as needed.
- Developed intranet site using PHP/MySQL for our sales department to use in managing customer prospects, leads, and contacts.
- Created account management tools for our customer service department using PHP/MySQL. Tools allowed customer service to better manage employer sponsored uniform programs.
- Produce monthly reports showing web site traffic trends, sales trends, and statistics using Google Analytics.
- Develop and manage advertising campaigns using Google AdWords, Facebook, and Yahoo Search Marketing.
- Continuously conduct Search Engine Optimization (SEO).
- IIS 7 Administration.
- Acted as the PCI Compliance Officer and guided the company through PCI DSS Self-Questionnaire D.
- Responsible for identifying areas of non-compliance and seeking resolution.
- Manage POS system that serves 25 retail locations.
- Authored custom reports in R&R Report Writer. Created custom exports of customer, sales, and inventory data.
- Perform regular major upgrades to our enterprise software, servers and workstations.
- Acted as the lead person for all technology concerns. Was central in making purchasing decisions as well as project coordination.
- Provide help-desk support for over 100 internal computer users.
- Perform routine computer maintenance including computer upgrades, RAM installation, changing cooling fans, and swapping video cards.

**1997-Present****Freelance**

- Developed website for marketing, sales, and support of web hosting services (reselling).
- Leased dedicated and semi-dedicated Linux servers and managed them remotely.
- Used WHM to independently manage customer web hosting accounts. Very familiar with cPanel.
- Performed freelance custom programming work. Work ranged from writing custom scripts to developing entire systems and website back-ends.
- Extensive knowledge of PHP, Zend Framework 2, MySQL, phpMyAdmin, and the entire Linux web hosting environment.
- Created customer account management and support portal using PHP/MySQL. Featured account management area, recurring billing platform, trouble ticket system, and new account processing.

- Created order forms for placing a classified ad using PHP/MySQL and also incorporated javascript and jQuery. Process consisted of phone number verification to decrease fraudulent activity, extensive order forms, ad preview, and photo upload.
- Wrote PHP scripts to both generate and consume product feeds (syndicated content)
- Authored PHP cron jobs to automate many business tasks such as billing and database clean-up.
- Installation and customization of Content Management Systems (CMS). Performed software upgrades, published articles, and moderated user forum and blog posts.
- Integrate commercial and open source applications such as vBulletin, GeoIP, Paypal, and OnVerify.
- Conducted a marketing campaign through Google AdWords and Yahoo Search Marketing. Worked with limited budget to grow customer base.

## **EDUCATION**

**1999-2004**                      **St. Cloud State University**  
Bachelor of Science: **Business Computer Information Systems (BCIS)**