

MARC STEEL

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Web Application Developer

Talented and accomplished IT specialist with proven innovation and project management talents

Technically adept and highly dedicated IT professional with proven ability to contribute to organizational efficiency and growth through development and support of Website, Intranet and Extranet technologies. Extensive technical proficiencies gained while directing and implementing application development and analysis tailored to diverse client and company requirements. Strong oral and written communication skills and superior liaison and collaboration abilities to lead training programs and fulfill Helpdesk and hardware, software and systems maintenance tasks.

*e-Commerce Support / Project Management / Intranet & Extranet Technologies
Programming & Systems Design / Troubleshooting & Analysis / User Training & Liaison*

TECHNICAL PROFICIENCIES

Platforms: Mac OS X; LAMP; Windows 98/2000/XP, working knowledge of UNIX commands and Linux environments
Languages: PHP; SQL; XML; XSLT; XHTML; ASP; JavaScript; JSON; CSS; DHTML; Perl
Tools: MySQL; AJAX; jQuery; PEAR; Wordpress; OOP; Apache; Smarty; Adobe Creative Suite; Microsoft Office (Excel, Word, Outlook); FTP; SSH; RSS;

PROFESSIONAL EXPERIENCE

Web Master, Philadelphia City Paper, Philadelphia, PA 11/2005 – Present

Created first database driven website in the history of the paper, integrating with a 10 year old legacy site with a PHP/MySQL system. Developed news-issue, restaurant, movie, classifieds; listings & events and comment administration systems. Established cache enabled Wordpress systems. Manage weekly content updates including placing newspaper issues online. Created company intranet to manage dynamic web content and help in other office tasks. Serve as company IT consultant. Administrate dedicated LAMP stack web server. Deliver statistical reports on web server and ad management systems to sales executives and staff. Manage online banner ads and email marketing systems.

Key Achievements:

- Created custom listings, restaurant, movies and classifieds systems using **Object Oriented PHP & MySQL**.
- Launched first new web site for the paper in over 10 years using **Smarty** and **PEAR**.
- Created intranet and other administrative tools to manage web content.
- Developed custom **Wordpress** and **TinyMCE** plugins.

Web Master, GN Diamond, Philadelphia, PA 2/2003 – 3/2005

Developed and maintained retail and wholesale e-commerce Web sites and office Intranet in Object Oriented PHP and MySQL. Served as company management information systems (MIS) expert.

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Serviced hardware and peripheral devices, ensured network security and established VPN procedures. Supported marketing, customization and integration of proprietary Web solution, including HTML tags and XML feeds. Coordinated systems inventory and data transfer processes and provided tailored tools accessible through streamlined administration interfaces. Liaised with multifunctional team members and business partners. Authored educational materials and facilitated training sessions.

Key Achievements:

- **Revolutionized office workflow** by single-handedly creating, implementing and supporting Intranet technology and initiating user-friendly system synchronization for four Web sites.
- **Reduced hosting costs by \$6,000 annually** by proactively evaluating and improving then-current web hosting plan.
- Advanced company's approach to sales, inventory control and employee management by developing and tailoring numerous Intranet and Web site tools and systems.
- Co-led several inter-organizational collaboration and development projects involving network security, communication systems overhaul and inventory data feed coordination.

Web Application Developer, 03 Media, Sanatoga, PA

12/2001 – 2/2003

Led project development team of 6 and coordinated application design and support efforts. Converted project specifications into tailored technology applications; programmed, analyzed, tested and upgraded applications and systems. Troubleshoot and maintained technologies and provided documentation. Integrated XML with Flash for custom, dynamic content on Intranet sites for third-party clients.

Key Achievements:

- Created http application for use in quiz development distributed and monitored by training department of third-party client using ASP and Oracle 8.
- Developed customized online memorial guestbook for local funeral home.

Web Specialist and Trainer, Berkeley Technology Training, Bala Cynwyd, PA 6/1999 – 12/2001

Supervised Web Design and Development Program by counseling and monitoring approximately 300 students and leading creation of course curriculum. Taught courses in HTML, JavaScript, Perl, XML and other tools in Windows and Mac environments as well as Web site analysis, design and project management. Tailored Internet- and Intranet-based technologies to meet in-house client specifications and yield high search engine rankings. Configured SQL Server database to incorporate multiple dynamic aspects and devised user-friendly interfaces.

Key Achievement:

- Led Web site creation project from conception to implementation using ASP tool that incorporated dynamic aspects including SQL database, intuitive client interface, administrative support and high search engine visibility.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts Degree in Philosophy, 1997
Union College, Schenectady, NY

Web Development and Mastering Certification, 1999
Berkeley Training and Education Center, Bala Cynwyd, PA

Association

~ Philadelphia Area New Media Association, 6/1999 – Present