



dee@deeblake.com  
www.deeblake.com

---

## **TECHNICAL CAREER PROFILE**

Interactive/Technical Professional with @ 20 years of web development, systems and management experience. Currently working as a freelance web developer, focusing on WordPress, PHP/MySQL, HTML5, jQuery, CSS, Sass, Gulp, NPM, Vagrant and Webpack. Also have experience with custom templates in MailChimp and agency experience in Salesforce.

## **PROFESSIONAL BACKGROUND**

### **Freelance Web Developer, Boston, MA**

#### **2012-Current**

- WordPress (custom themes, plugins, templates, Woocommerce, ACF/Flex Content/Page Blocks)
- Front-end (HTML5/CSS/JQuery), backend (PHP,mysql), Sass, Bootstrap, Git, Gulp, WebPack
- Basic design (typically work with a designer on most projects); Sketch, Photoshop, Illustrator
- Manage clients
- Clients – small businesses, advertising agencies, design agencies

### **Beam Interactive, Boston, MA**

#### **Technical Director, 2012**

- Manage developers
- Work with Creatives to help help steer creative concepts into viable solutions.
- Clients include Boost Mobile, Virgin Mobile USA.

### **Hill Holliday, Boston, MA**

#### **Technical Director, 2011 – 2012**

- Manage developers and development partners.
- Work with Creatives to help help steer creative concepts into viable solutions.
- Clients include Liberty Mutual, Dunkin' Donuts and Great Wolf Resorts.

### **Modernista!, Boston, MA**

#### **Technical Director, 2008 – 2011**

- Similar to my previous role at Modernista!, with the addition of more client involvement
- Responsible for hiring of developers and tech/creative partners, and resource management
- Reported directly to company President
- Clients include Showtime, Food Should Taste Good, Sears, Clinton Global Initiative and Doc To Dock.

### **Modernista!, Boston, MA**

#### **Interactive Development Lead, 2006 – 2008**

- Managed teams of up to 5 developers and 3 designers as well as external partners
- Worked closely with Producers and Account Services on scheduling and resources
- Acted as resource for Creatives, Designers and Creative Directors for technical issues and feasibility of concepts

- Worked directly with clients to streamline project work
- Worked across all client accounts; Cadillac, HUMMER, Hearts on Fire, Gates Foundation, (RED), among others
- Directed the purchase and configuration of Linux/Solaris development environments across clients.

### **Modernista!, Boston, MA**

#### **Senior Web Developer, 2001 – 2006**

- Worked as part of small development team on high profile accounts
- Flash developer for award-winning HUMMER.com domestic website. Co-Team lead on the HUMMER.com international project (Phase 1 in 16 countries and 20 languages)
- Team Lead/Backend developer/System configuration on heartsonfire.com
- Worked as developer and technical team lead on many smaller projects.

### **Agency.com, Boston, MA**

#### **Web Developer, 1999-2001**

- Developed in HTML, JavaScript, Java and PERL
- Clients included SmithKlein Beecham, Deutsche Bank and Reuters.

### **HealthGate Data Corp., Burlington, MA**

#### **Junior Web Developer, 1998-1999**

- ASP/MS SQL Server development for medical related sites
- Processed records for New England Journal of Medicine online.

### **Monster Board, Framingham, MA**

#### **IT Intern, 1997-1998**

- IT intern while attending school full-time
- PC/UNIX hardware/software support, desktop support
- UNIX system administration

### **AWARDS**

- HUMMER.com - J.D. Powers rank in usefulness to new vehicle shoppers; #1 (3x), #2 (2x), #4 (2x).
- HeartsOnFire.com – W3 Gold Award, Web Marketing Association WebAward for Outstanding Website.

### **TECHNICAL SKILLS**

- Computer Science Undergraduate degree, Cum Laude, UMass Boston, 1999
- Languages; Wordpress, PHP, MySQL, HTML, CSS, Sass, JavaScript/jQuery, CSS, shell scripting
- Tools: Gulp, Vagrant, Webpack, Vagrant
- Systems; UNIX, Linux, OSX, Windows, MailChimp, Salesforce

### **LIFE EXPERIENCE**

Punk rock/rock-n-roll musician in Boston and Los Angeles from 1986 – present. Toured, recorded and had an all around blast! Bicycle racer, 1994-2000. Farmer, 2013-2015.