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Professional Profile

- Web developer with more than a decade of front- and back-end web experience.
- Software engineer with extensive LAMP experience.
- Hand-coder who is very comfortable at the command-line interface (CLI).
- Ability to spot ideas/opportunities and transform into tools or revenue drivers.

Technological Skills

- *Front End:* PHP (mainly procedural; some OO), HTML, CSS, osCommerce, Javascript, jQuery (learning), DHTML, AJAX, Perl (CGI); exposure to ASP, JSP
- *Back End:* MySql, PostgreSql, MS SQL Server, Perl, mod Perl, Bash scripts, CLI, CRON, CVS, light Oracle, EDI, XML, RSS, Sphinx (search engine)
- *Environment:* Linux (Red Hat, Cent OS), Windows, Macintosh (run all three OSs at home); Apache (Windows and Linux), IIS
- *Software:* vi, Photoshop, Lightroom, MS Office, Google Docs, Dreamweaver, light Illustrator, QuarkXPress
- *APIs:* Amazon Inventory Management (AIM), Bit.ly, Twitter (pre- and post-OAuth), Google Maps

Work History

[FamilyVideo.com](#) (5/2004 - 5/2011)

Lead front- and back-end developer for Family Video's internal and external websites, with an emphasis on ecommerce. Family Video is currently the nation's second-largest video rental company.

Tools/Environment:

- LAMP stack - PHP front-end development (mainly procedural; some OO), Perl for back-end dataloads/processing, MySql 5.x (myIsam); minor PostgreSql, Oracle
- CLI, vi, Photoshop, MS Office, Google Docs (collaboration; documentation)
- HTML, DHTML, AJAX, Javascript, CSS, osCommerce
- BASH scripts, CRON, rsynch, CVS, EDI and XML parsing.
- APIs: Amazon Inventory Management (AIM), Bit.ly, Twitter (pre- and post-OAuth), Google Maps

Accomplishments:

- Managed contractors and junior developer.
- Oversaw/responsible for development of ecommerce site that **grew revenues more than 30-fold** since 2004 (<http://www.familyvideo.com/catalog>).
- Built out an in-store version of the online ecommerce site (7/2004) that minimizes download time and does not require a credit card. Behind firewall, but uses same database as the public-facing site. Auto-created new store accounts as stores open (store count more than doubled during my tenure); daily notifications to stores re: orders/delays and so on.

- Divined, developed and deployed FamilyVideo.com's single most effective ecommerce marketing tool - [Steal of the Day](#) (launched 2/2005; virtually unchanged to date).
- Created highly flexible coupon system – logic, admin tools, reporting – for ecommerce site (8/2005)
- Program manager/architect for project (2007) that consolidated domains, created per-developer design environments, and introduced CVS. Allowed line-splitting (multiple vendors) per order, including a new product class/vendor: used product, fulfilled by company's video stores. Instituted database replication, introduced concept of a "processing server" to move processing scripts off front-end web servers. Created isolated report server with daily production-data update.
- Responsible for all ecommerce code (wrote most; oversaw remainder) to offer used product online. Product fulfilled from subset of the company's 700+ brick-and-mortar stores based upon business rules, including a store's distance from customer (2007/2008).
- Built company's [Zip Code locator](#). Perl screen-scraping (to get zip code lat/long), Google Maps API and Haversine formula. Launched 4/2008. Stealth project to help incorporate geo-location parameters into used (by Family Video stores') fulfillment.
- Tapped the Amazon AIM API to "auto-magically" do the following for company's Amazon seller store (fulfilled via our ecommerce site; 2010/2011 launch dates):
 - Grab Amazon orders; create orders in ecommerce system on a periodic basis.
 - Confirm shipment of Amazon-placed orders based upon Family Video business rules.
 - Update Family Video's Amazon-store account with inventory/pricing updates. More than 10k products updated daily, based on ever-changing business rules for listing/pricing.
 - Variable-based scripts; trivial to change timing/quantity/messaging/etc.
- Member of social media team (2010-2011) that directed our social media direction. My programmatic contributions include:
 - Auto-post business-defined tweets via Twitter's OAuth API (before that, a simple CURL post).
 - Link-shortening via Bit.ly's API (an LWP Perl call).
- Built out the AJAX framework in use across all our external web sites/many internal sites.
- Wrote/maintained EDI scripts: 850 (orders outgoing to VAN); parsed 855 (status) & 810 (invoice) incoming. Scripts only; no EDI engine currently in place.
- Built out the entire [entertainment news](#) section of the ecommerce site:
 - Parse XML feed X times a day; add data to database.
 - Update/add stories according to business rules.
 - Grab remote pictures; add to local file system.
 - Edit stories – report necessary changes to vendor ([brafton.com](#)).
 - UI by graphic designer; all elements/architecture are mine.
- Ongoing proponent of turning high-traffic, seldom-changed pages into static (written out at periodical intervals) pages vs. dynamic pages (which always hit the database). As traffic soared, database load remained manageable.
- Used Apache's mod_rewrite module to support more readable (and SEO-friendly) URLs for our news section. For example:

<http://www.familyvideo.com/entertainment-news/news.php?aid=800504427> becomes <http://www.familyvideo.com/entertainment-news/article/800504427/al-pacino-cast-in-gotti-three-generations>
- Responsible for the following sites:
 - <http://www.familyvideo.com> (corporate site)
 - <http://www.familyvideo.com/catalog> (ecommerce site)
 - <http://mailer.familyvideo.com> (mailer database; opt-in/opt-out)
 - <http://www.stayfit24.com> (fitness clubs in carve-outs of existing video stores)
 - <http://www.itv-3.com> (new telecom business)
 - <http://www.omnilec.com> (company we acquired to get into telecom)
 - Many password-protected admin/customer pages
 - Many behind-the-firewall, corporate-only sites/tools, including a Competition Database and tools for the property division (Family Video owns most of its stores' properties)
 - Put all public-facing sites on Google Analytics

Freelance Web Development (7/2002 – 5/2004)

- **Spri Products** - Since rewritten in ASP.
 - Online catalog with ecommerce component; multiple levels of access/user presentation. Robust admin section, including image upload, catalog maintenance and other CMS tools.
 - Architected and coded entire front and back ends using designer-supplied templates; created database schema, wrote dataload scripts, and documented site functionality.
 - *Tools*: ColdFusion v5.0, MS SQL Server 2000, MS ISS, Javascript, CSS, DHTML.
- **The Body Snatchers**
 - Collaborative online gallery of artists' work.
 - *Tools*: Javascript for "corpse" creation; Perl to mail request for image purchase (currently in beta).

SBC Ameritech (10/2001 - 7/2002) Now att.net

Part of multi-state team to create reporting (TechScore) tools for various regions/divisions; all for in-house use only.

Tools/Environment:

- ColdFusion(v5) pages
- ColdFusion Studio IDE (not WYSIWYG)
- MS SQL Server 2000
- MS IIS
- Serena (Java-based CVS tool)
- HTML, CSS, Javascript, some DHTML, Transact-SQL

Accomplishments:

- Application architect for v3.x of the TechScore application, an in-house reporting system measuring/comparing technician/manager/division performance. For the first time, this six-application suite was standardized across all regions in which it was deployed. Written in ColdFusion v5 against a MS SQL 2000 database. Fully dynamic site.
- Coded application framework for TechScore v3.x, which includes the SBC-compliant security system and a sophisticated error-handling system. This framework extends across six applications in at least four regions.
- Provided look and feel of this v3.x product.
- Introduced/championed/enforced best practices: CSS includes vs. in-line styles, stored procedures vs. in-line queries, documentation, code reviews, standardization, code modularity, full life-cycle application-development processes.
- Developed standardized XML documentation process for all application templates and stored procedures. Wrote XSL style sheet for same; wrote Perl XML parser for application templates ([view screenshots](#)).
- In-house v2 issue-tracking system: Database design and construction; wrote all stored procedures; application architect and coded virtually all pages; documented same; GUI architect. First truly normalized product delivered by department.
- Introduced the following concepts: ColdFusion graphing; sortable/re-sortable results lists; maintaining user input upon page re-submission; "previous/next" links in result details and other *expected* web behaviors.

Solutions On Site (3/2000 - 4/2001) No longer in operation; resolves to new marketing company.

Tools/Environment:

- Lasso and ColdFusion for web application, PHP for intranet
- Linux (RedHat 6.2)/Apache, Windows 2000/IIS
- MS SQL Server (front end), light PostgreSql for intranet
- Vi, HomeSite EDI
- HTML, CSS, Javascript, occasional shell/Perl script

Accomplishments:

- One of the technical team leaders that spearheaded development of an Internet-based software solutions for home builders and remodelers. The solutions streamlined the product-selection process for builders and homebuyers to save time and money. Both were password-protected sites.
 - An enterprise-level product (for high-end custom builders and community-style builders) written in Lasso (buyer side) and ColdFusion (builder side).
 - A builder edition product for builders in general, written entirely in ColdFusion.
 - For both products, wrote functional specs and technical documents; prepared flow charts and helped define web architecture. Key member of full product cycle, from collecting business requirements through development to posting files in production.
 - Products designed for high-volume, transactional traffic. The data schema coded against for the enterprise product consisted of more than 100 tables, highly normalized.
 - Architect and developer of a highly flexible online payment process for the builder edition product.
- Wrote the security module for the builder side of the enterprise product.
- Dreamed up, designed, and deployed a browser-based Bug Tracker for use in product QA testing. ColdFusion on Linux; MS SQL Server 2000.
- Designed, coded and maintained the corporate web site. Primarily static HTML pages.
- Designed, coded and maintained the corporate intranet and its database. PHP/PostgreSql.

www.cars.com (4/1998 - 3/2000)

The parent company of Cars.com is ClassifiedVentures.com, created/owned by a consortium of newspaper companies as a way to reclaim classified revenues lost to internet offerings.

Tools/Environment:

- HomeSite EDI (not WYSIWYG)
- HTML (proprietary Java servlet-based templates), CSS, Javascript, light Perl
- Visual Basic (for one-off tools; home-grown)
- CLI FTP
- Java servlets/Oracle database (both of which I had little interaction with)

Accomplishments:

- One of two technical producers responsible for static and dynamic template design, interaction with Java developers, CGI development and technical oversight of servlet-based, highly complex business-model environment.
- Responsible for day-to-day management of mission-critical, third-party vendors (including Intellichoice.com; Chrome Data). Heavy integration of same into site in a transparent fashion.
- Analysis of, travel to, meetings with current/potential third-party vendors.
- Member of core team overseeing redevelopment/integration of parent company's web sites.
- Wrote division's HTML guidelines.
- Designed and implemented two areas of Cars.com's intranet in an NT/ColdFusion/Access database environment (editorial and design style guides).
- Worked closely with marketing department on contests and promotions.

- Worked with legal, business development and other departments to help shepherd in new vendors/partners.
- Set up and maintained Web reports area for editorial/production staff. (Accrue logging tool.)
- Writer and editor for the site; wrote most of the copy for and built tools for the Moto Award-winning [Summer Cars](#) editorial package (now offline). This feature was also noted by the judges for the [1998 Peter Lisagor Award for Exemplary Journalism](#) (Online Layout/Design).

[www.supernetwork.net](#) (9/1996 - 4/1998) No longer operational; links removed.

An ahead-of-its time portal for the construction industry.

- Editor and front-end developer, working closely with technical editors and nontechnical editorial director.
- Helped build web sites for leading construction-industry associations, including the American Concrete Institute and the National Ready Mixed Concrete Association (both long-since rebuilt).
- Represented company at trade shows and met with industry executives to discuss web site creation/integration with existing media.
- Created and enforced HTML style guidelines and browser-detection systems and rules. (At times, we had to default to a 16-color palette!)

Online Portfolio

In addition to the sites listed above, a sampling of some of my web work:

- [Online Portfolio](#) - Portfolio of primarily internet *inaccessible* work. Portfolio written in PHP/mySql; listing samples with all manner of front- and back-end environments.
- [Top Ten Lists](#) - Top Ten Lists of all sorts. Design, code, photography, content all mine. Generated HTML front end; PHP/mySql back end.
- [Reviews](#) - Book, movie and music reviews. Design, code and content all mine. Generated HTML front end; PHP/mySql back end.
- [Photo Gallery](#) - My online photo gallery. Code/design/photography all mine. Perl CGI & flat file front end; back end PHP/mySql.
- [Blog This!](#) - I've been blogging for more than a decade. Heavily modified Wordpress installation.
- [Geistlinger.com](#) - A personal site; PHP/mySql with AJAX and jQuery elements. A hand-coded site; all elements (photos, graphics, CSS etc.) are mine. Converted from ColdFusion/Access environment with relative ease.

Additional Skills

- Professional photographer (commercial - industrial and studio) - [View samples](#)
- Professional editor/writer - [View samples](#)
- Trade publication layout - Prepared magazines for printers; designed articles. *Tools:* QuarkXPress, Photoshop, Illustrator, Word
- Freelance museum preparator, including for Terra Museum of Art (now part of the Art Institute of Chicago)

Education

Cornell University
Ithaca, NY
B.A. English, Creative Writing

American Academy of Art
Chicago

Photography Program

References

References available upon request.

Contact me at **geistlinger@gmail.com** for more information. Call 847-858-8217.