

# MICHAEL WUORI

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## OBJECTIVE

Obtain position where over 6 years of professional web development and online marketing experience can be leveraged to add value to operations, increase acquisitions and positively affect company goals and objectives.

## CAREER DEVELOPMENT

### Developer, Studiobanks LLC

June 2007 — Present

Charlotte, NC

Development of design structures and web applications for one of Charlotte's leading web-centric design firms. As Studiobanks is a boutique-sized firm (6 full-time employees), all work is performed as a team and under a very horizontal workflow. Duties include developing usable content-management solutions, tailoring applications to a client's specific scope and purpose, and, perhaps most challenging: marking-up intense, highly-involving design concepts into websites that meet all current web standards, are semantically coded, bandwidth-efficient, accessible and usable without straying in the slightest from the artist's original vision. Also gained experience in working with high-profile clients and demanding schedules in an environment that is nearly opposite in terms of management and workflow from prior employers – allowing me much more perspective of the web industry than I had been exposed before. Studiobanks is a 5-year old firm whose achievements include 13 Addy's in last two years, including Best of Show for Charlotte for 2006.

### Web Services Coordinator, Comporium Communications Group

April 2005 — June 2007

Charlotte, NC

Management of development and marketing of multiple corporate web solutions as well as project management of enterprise-initiatives involving web business. Working closely with the marketing department, fulfilled operations ranging from business-planning to off-line advertising for the only telco in the nation to offer a five-core product bundle. Introduced a completely new revenue source, managed development of 4 others while aiding in the development of a one-of-a-kind communications product and providing all management, marketing and infrastructure necessary to procure steady growth and performance for solutions serving over 15,000 unique visitors each day.

### Internet Solutions Specialist, Comporium Communications Group

Feb. 2003 — April 2005

Rock Hill, SC

Part of the Broadband & Internet Strategies Group. Performed research on subscriber statistics to estimate needed bandwidth, service allocations, product segment performance and other duties to maintain the highest level of efficiency possible for Comporium's internet services. Additional duties included new product research, business development, and product integration. Worked closely with Marketing and Engineering departments. Helped develop and implement cost-saving plan resulting in over \$20,000 in monthly savings.

### Founder, I2 Concepts

Aug. 2001 — June 2005

Lancaster, SC

Performed all job duties necessary to establish a successful consulting services company offering innovative web marketing and applications services. Responsible for all operations, including client management, advertising, employee/contractor management, book-keeping and accounts management, project management, proposal presentations and legal/contract reviews. Infinity Two Concepts reached record of \$30,000 in monthly revenues with multiple governments, corporate and small-business clients. Major accomplishments include winning major contracts in a competitive landscape that include Fortune 500 companies, leveraging content-management as a recurring revenue source, integrating the LAMP platform into enterprise environments and helping smaller companies realize sizeable profit through taking their business online.

## ACTIVE INFORMATION

My website provides much more in-depth information about my career development, as well as a portfolio of recent works, code samples and industry-related blog posts: <http://www.michaelwuori.com> .

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## MANAGEMENT & DEVELOPMENT EXPERIENCE

The lists below outline elements of business management, software development, usability, design and marketing that I have gained experience with through the careers detailed under 'Career Development'.

## ONLINE MARKETING, SEO, PPC, SEM, AND CAMPAIGN TOOLS:

Google Adwords, Yahoo SM Services (fka. Overture), Microsoft AdCenter, Google Analytics, Custom Statistical Report tools, Offline-Web-Marketing analysis, banner/traditional online advertising, affiliate programs, partnership-formation, vendor relations, developed customized formulas for estimating and measuring online campaign success. SEO practices including javascript replacement, mod\_rewrite/.htaccess measures, semantic tagging, microformats and geographical optimization. Have worked In conjunction with larger SEO firms including OneUpWeb.com.

## PROJECT MANAGEMENT:

Have led teams consisting of members from each step of the project lifecycle and coordinated efforts from conception, planning, production and marketing. Developed in-house PHP/AJAX-based project management system for increasing the efficiency, dependency, and accountability of multi-faceted, enterprise-wide project initiatives.

## WEB DEVELOPMENT / PROGRAMMING:

PHP, MySQL, PostgreSQL, XHTML1.1, CSS, DHTML, Javascript, AJAX, AJAH, XML, JSON, CURL, Perl, Crontab, XSLT, REST, RSS, SOAP. jQuery, Prototype, Script.acouf.us, SubVersion (SVN), DNS, BIND,Mod\_Rewrite for Apache, .htaccess traffic modeling.

## USABILITY & ACCESSIBILITY:

Valid XHTML and CSS Markups. Constant Research on Usability studies, User-Interface development, and viewer experiences via heat-maps, site-overlays, and other analysis tools. W3C and Government Section 508 Compliancy. Using standards and semantic coding, developing content to be accessible via mobile devices and even text-based browsers (for that 1-in-500,000 visitor who uses lynx).

## RICH MEDIA:

Flash CS3, ActionScript 2.0, mProjector with Windows API (ports flash applications into desktop applications). Streaming video with/without streaming server (PHP-based streaming simulation server). Flash-based audio and video delivery. Have developed desktop widgets in flash that communicate 'live' to off-site web applications. Have worked with FUSE and TweenLite actionscript libraries in conjunction with Penner tweening equations.

## PLATFORMS & ENVIRONMENTS:

Apache (LAMP), Red Hat Enterprise, Suse, Debian, Ubuntu, Slackware, cPanel, Ensim, Plesk 8, Virtuozzo Server Virtualization, Windows 9x, XP, Vista, VirtualPC.

## APPLICATIONS:

Adobe Creative Suite 3 (Dreamweaver, Flash, Fireworks, Flashpaper, Photoshop, Illustrator), Microsoft Office Suite (Word, Excel, Powerpoint), Mind Manager, Irfanview, Lotus Notes, Twang MySQL, Navicore MySQL, phpMyAdmin, Movable Type, WordPress 2+, VertrigoServ, SmartDraw, Putty, TortoiseSVN. Most coding developed using text editors such as TextPad.

## APPLICATION PROGRAMMING INTERFACES (API):

37Signals API's (Basecamp, Highrise, etc.), eNom, eBay, GoogleMaps, GoogleAnalytics, Authorize.Net, Del.Icio.Us, Flickr, Yahoo Web Services, cPanel, Ensim, Weather.com, Amazon, UPS, 37 Signals. Have worked with REST,SOAP, XML, RSS, and other api platforms.