

Robert Wiley - Web Development and Marketing Professional

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Professional Experience

NADmedia LLC, HANFORD, California United States

StartUp All Phases, May 2014 – Present

- Creation of WordPress Content Management Solutions to power IOS Applications.
- Integration of Adobe PhoneGap application with remote server backend.
- All phases of design and development, developed with php, javascript/jquery, html5, css, json, ajax, ffmpeg, and various plugins.
- Application optimization and management with Google Analytics and other third party plugins
- User management by means of MailChimp and custom plugins such as Ultimate Member.
- Hosting and Server Management on VPS, Plesk Redhat of multiple domains

Coalinga State Hospital, Coalinga, California United States

State Police Sergeant, May 2006 – 2014

- Consult with customers about software system design and maintenance.
- Collect and analyze data to detect deficient controls, duplicated effort, extravagance, fraud, or non-compliance with laws, regulations, and management policies.
- Supervise auditing of establishments, and determine scope of investigation required.
- Examine records and interview workers to ensure recording of transactions and compliance with laws and regulations.
- Examine whether the organization's objectives are reflected in its management activities, and whether employees understand the objectives.
- Produce up-to-the-minute information, using internal computer systems, to allow management to base decisions on actual, not historical, data.
- Examine records and interview workers to ensure recording of transactions and compliance with laws and regulations.

Application Developer, Feb 2013 – Apr 2013

- Modify existing software to correct errors, allow it to adapt to new hardware, or to improve its performance.
- Analyze user needs and software requirements to determine feasibility of design within time and cost constraints.
- Consult with customers about software system design and maintenance.
- Train users to use new or modified equipment.

- Modify existing software to correct errors, allow it to adapt to new hardware, or to improve its performance.
- Worked in I.T. Department under limited terms to redesign Health and safety Audit Application.

INSUREflo llc, Hanford, California United States

Manager of Operations, May 2006 – Dec 2010

- Oversee activities directly related to making products or providing services.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Develop or implement product-marketing strategies, including advertising campaigns or sales promotions.
- Determine goods and services to be sold, and set prices and credit terms, based on forecasts of customer demand.
- Negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.
- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Review financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement.
- Use sales forecasting for strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Plan and direct activities such as sales promotions, coordinating with other department heads as required.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Initiate market research studies or analyze their findings.
- Direct and coordinate organization's financial and budget activities to fund operations, maximize investments, and increase efficiency.

LocalInsurance.com , Fresno, California United States

Marketing Manager, Jul 2005 – May 2006

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.
- Negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.

- Use sales forecasting for strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Consult with product development personnel on product specifications such as design, color, or packaging.
- Initiate market research studies or analyze their findings.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Compile lists describing product or service offerings.

ZymaX Envirotechnology inc, San Luis Obispo, California United States

New technology Director/Website Developer, May 2002 – Jul 2005

- Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Perform or direct website updates.
- Write, design, or edit web page content, or direct others producing content.
- Confer with management or development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions.
- Back up files from web sites to local directories for instant recovery in case of problems.
- Identify problems uncovered by testing or customer feedback, and correct problems or refer problems to appropriate personnel for correction.
- Evaluate code to ensure that it is valid, is properly structured, meets industry standards and is compatible with browsers, devices, or operating systems.
- Maintain understanding of current web technologies or programming practices through continuing education, reading, or participation in professional conferences, workshops, or groups.
- Analyze user needs to determine technical requirements.
- Develop or validate test routines and schedules to ensure that test cases mimic external interfaces and address all browser and device types.
- Develop databases that support web applications and web sites.
- Renew domain name registrations.
- Collaborate with management or users to develop e-commerce strategies and to integrate these strategies with web sites.
- Write supporting code for web applications or web sites.
- Communicate with network personnel or web site hosting agencies to address hardware or software issues affecting web sites.
- Perform web site tests according to planned schedules, or after any web site or product revisions.
- Select programming languages, design tools, or applications.
- Incorporate technical considerations into web site design plans, such as budgets, equipment, performance requirements, or legal issues including accessibility and privacy.
- Respond to user email inquiries, or set up automated systems to send responses.
- Develop or implement procedures for ongoing website revision.

- Develop and document style guidelines for web site content.
- Develop web site maps, application models, image templates, or page templates that meet project goals, user needs, or industry standards.
- Establish appropriate server directory trees.
- Identify or maintain links to and from other web sites and check links to ensure proper functioning.
- Recommend and implement performance improvements.
- Create searchable indices for web page content.
- Register websites with search engines to increase website traffic.
- Provide clear, detailed descriptions of web site specifications such as product features, activities, software, communication protocols, programming languages, and operating systems software and hardware.
- Create web models or prototypes that include physical, interface, logical, or data models.
- Research, document, rate, or select alternatives for web architecture or technologies.
- Meet with department heads, managers, supervisors, vendors, and others, to solicit cooperation and resolve problems.
- Provide users with technical support for computer problems.
- Recruit, hire, train and supervise staff, or participate in staffing decisions.
- Assign and review the work of systems analysts, programmers, and other computer-related workers.
- Purchase necessary equipment.

Goodwill Industries, Santa Cruz, California United States

Website Developer, Jan 2001 – May 2002

- Review or update web page content or links in a timely manner, using appropriate tools.
- Administer internet/intranet infrastructure, including components such as web, file transfer protocol (FTP), news and mail servers.
- Monitor web developments through continuing education, reading, or participation in professional conferences, workshops, or groups.
- Recommend web site improvements, and develop budgets to support recommendations.
- Inform web site users of problems, problem resolutions or application changes and updates.
- Document application and web site changes or change procedures.
- Provide training or technical assistance in web site implementation or use.
- Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Back up files from web sites to local directories for instant recovery in case of problems.
- Evaluate code to ensure that it is valid, is properly structured, meets industry standards and is compatible with browsers, devices, or operating systems.
- Renew domain name registrations.
- Write supporting code for web applications or web sites.
- Communicate with network personnel or web site hosting agencies to address hardware or software issues affecting web sites.

- Select programming languages, design tools, or applications.
- Respond to user email inquiries, or set up automated systems to send responses.
- Develop or implement procedures for ongoing website revision.
- Develop web site maps, application models, image templates, or page templates that meet project goals, user needs, or industry standards.

Lucas education, Templeton, California United States

Production Manager, Aug 1998 – Dec 2000

- Supervise and assign duties to workers engaged in computer animation, use of digital publishing software, text editing, interactive internet game design.
- Train workers in use of equipment such as Quarkxpress, Adobe Indesign, Adobe Flash, Adobe PhotoShop, Adobe Illustrator and various web development software.
- Develop briefings, brochures, multimedia presentations, web pages, promotional products, technical illustrations, and computer artwork for use in products, technical manuals, literature, newsletters and slide shows.
- Operate desktop publishing software and equipment to design, lay out, and produce camera-ready copy.
- Participate in design and production of multimedia campaigns, handling budgeting and scheduling, and assisting with such responsibilities as production coordination, background design and progress tracking.
- Position text and art elements from a variety of databases in a visually appealing way to design print or web pages, using knowledge of type styles and size and layout patterns.
- Convert various types of files for printing or for the Internet, using computer software.
- Study layout or other design instructions to determine work to be done and sequence of operations.
- Enter digitized data into electronic prepress system computer memory, using scanner, camera, keyboard, or mouse.
- View monitors for visual representation of work in progress and for instructions and feedback throughout process, making modifications as necessary.
- Import text and art elements such as electronic clip-art or electronic files from photographs that have been scanned or produced with a digital camera, using computer software.
- Collaborate with graphic artists, editors and writers to produce master copies according to design specifications.
- Select number of colors and determine color separations.
- Prepare sample layouts for approval, using computer software.
- Edit graphics and photos using pixel or bitmap editing, airbrushing, masking, or image retouching.
- Enter text into computer keyboard and select the size and style of type, column width and appropriate spacing for printed materials.
- Enter data, such as coordinates of images and color specifications, into system to retouch and make color corrections.
- Load floppy disks or tapes containing information into system.

- Store copies of publications on paper, magnetic tape, film or diskette.
- Create special effects such as vignettes, mosaics, and image combining, and add elements such as sound and animation to electronic publications.
- Check preliminary and final proofs for errors and make necessary corrections.

Modesto Bee / Paso Robles Gazette, Modesto, California United States

Graphic Designer/Editorial Illustrator, Jan 1997 – Apr 2000

- Confer with clients to discuss and determine layout design.
- Determine size and arrangement of illustrative material and copy, and select style and size of type.
- Create designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.
- Develop graphics and layouts for product illustrations, company logos, and Internet websites.
- Review final layouts and suggest improvements as needed.
- Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes.
- Use computer software to generate new images.
- Key information into computer equipment to create layouts for client or supervisor.
- Maintain archive of images, photos, or previous work products.
- Prepare notes and instructions for workers who assemble and prepare final layouts for printing.
- Draw and print charts, graphs, illustrations, and other artwork, using computer.
- Study illustrations and photographs to plan presentation of materials, products, or services.
- Research new software or design concepts.
- Markup, paste, and assemble final layouts to prepare layouts for printer.

Education

San Jose Computer Training Academy, San Jose, California United States

- Held 4.0 GPA
- Studies included LAN Technical Administration
- Systems included Windows 2000, Unix, Novel

Phoenix Institute of Technology, Phoenix, Arizona United States

- Major study Commercial Art

Atascadero High School, Atascadero, California United States

High School Diploma, June 1988