

SCOTT ROBERTS
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PROFESSIONAL SUMMARY

Over 12 years of experience in all facets of web development, from personally meeting with clients to discuss their goals in having a web presence, to research and analysis, design, development, testing, and implementation of code and applications, as well as a variety of graphic design and artwork. Has been both a team leader and a team member, and knows what it takes to get things done. Doesn't only create working inter/intranet sites, but creates better ones and continually strives to improve a site's usability, functionality, and navigation throughout its lifecycle.

SKILLS SUMMARY

Operating Systems:	Windows Vista, Windows XP Pro/Home, Windows 2000, Windows 95/98, Windows NT 4.0, Windows 3.x, RedHat Linux, and Mac OS X
Languages:	HTML, Java Script, CSS, AJAX, DHTML, XHTML, .NET, Active Server Pages, VBScript, JavaScript, PHP, CGI, Perl, and Java
Data Management:	MySQL, MS SQL Server, Access, DB2, SQL Enterprise Manager, phpMyAdmin
Tools and Utilities:	Dreamweaver, Internet Information Server (IIS), Visual Studio, .NET Framework, Ultra-Edit, Adobe Photoshop, Illustrator, InDesign, Adobe Acrobat and Distiller, WS_FTP Pro, Firefox, Internet Explorer, Safari, Opera, Flash, Microsoft Office, WebSphere, phpBB, MediaWiki, Apache Server, Web Host Manager, CPanel

TECHNICAL EXPERIENCE

Internet Marketing Manager **July 2008 - Present**
Graybar Electric Company, Inc. (www.graybar.com)

Develops, designs, and facilitates the public side of the Graybar.com website.

- Created database-driven Content Management System for the website using PHP and MySQL.
- Used CSS and JavaScript for navigational menus
- Performs Search Engine Optimization (SEO) Search Engine Marketing (SEM) to raise company in SERP ranking and increase traffic to website.
- Creates and sends out e-mail newsletters to electrical supply market customers
- Involved with Advertising/Marketing department in creation of graphical elements and PDFs, as well as other traditional and internet avenues
- Involved with statistical reporting and analytics for website traffic
- Works with e-commerce team to integrate shopping cart and login elements on website

Technical Environment: HTML, PHP, JavaScript, CSS, AJAX, XHTML, IIS, MySQL, MS SQL, SQL Enterprise Manager, MySQL Administrator, phpMyAdmin, Dreamweaver, Adobe Acrobat, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Windows XP Pro

Web Developer **October 2004 – July 2008**
Tacony Developer (www.tacony.com)

Project: Member of small IS team that maintained, updated, and created sites for over 12 divisions of the Tacony Corporation, including consumer and dealer websites for companies such as Baby Lock and Simplicity

- Created database-driven website pages and graphics using ASP, ASP.Net, HTML, Adobe Photoshop, and SQL.

- Used CSS and JavaScript for navigational menus
- Web Application Development - Image Uploader, Thumbnailer, and Content Management Systems built in ASP and PHP
- Maintained e-commerce sites
- Created and sent out monthly newsletters to site subscribers
- Involved with Advertising/Marketing department in creation of graphical elements and PDFs

Technical Environment: HTML, ASP, JavaScript, CSS, AJAX, XHTML, IIS, MS SQL, SQL Enterprise Manager, MySQL, MySQL Administrator, Dreamweaver, Adobe Acrobat, Adobe Photoshop, Adobe GoLive, Adobe Illustrator, Adobe InDesign, Windows XP Pro, Windows 2000, Mac OSX

Web Developer

September 2004

DeniServ (www.deniserv.com)

- Sole developer involved with the redesign of the corporate site for DeniServ, a subsidiary of Delta Dental of Missouri
- Created all website pages and graphics using ASP, HTML, Adobe Photoshop, and IIS
- Used DHTML and JavaScript for navigational menus

Technical Environment: HTML, ASP, JavaScript, DHTML, CSS, IIS, UltraEdit, Adobe Acrobat, and Adobe Photoshop 7.0

Web Developer

August 2004

Monsanto/Net Effects

- Primary developer for the redesign of the Monsanto Africa website
- Using standard styles for design, created all website pages and graphics
- Used DHTML and JavaScript for navigational menus
- Created and modified PDF files using Adobe Acrobat and Photoshop

Technical Environment: HTML, ASP, JavaScript, DHTML, CSS, UltraEdit, Adobe Acrobat, and Adobe Photoshop 7.0

Web Developer

May 2004 – July 2004

Brighton/Net Effects

- Designed, developed, and coded various web and intranet sites for Brighton's clients including **Charter**, BASF, AGCO, UMSL, and others.
- Converted Charter.com from classic ASP to .NET and assisted with redesign
- Wrote a file and article upload administration application for BASF's SoybeanRustInfo.com website using ASP and SQL.
- Assisted in creating internal administrative sites for BASF's ResourceCentral and AgMediaCentral.com using ASP and SQL.
- Web Application Development - **Content Management System** for BASF SoybeanRustInfo.com
- Created pages for Agweb.com with used HTML, JavaScript, and DHTML for advanced tab controls and layer controls.
- Scanned, created and modified site graphics for several sites.
- Created both HTML and text e-mails for several clients.

Technical Environment: HTML, ASP, ASP.NET, JavaScript, DHTML, Visual Studio, SQL Enterprise Manager, WS_FTP Pro, and Adobe Photoshop 7.0

Web Developer

September 2003 – May 2004

NextStart.com

- Helped maintain 10+ web and intranet sites for companies specializing in physician/medical job placement, and wine/spirits sales and information
- Designed, developed, and coded web and e-commerce pages
- Coded, tested, and implemented applications using HTML, ASP, ASP.NET, SQL, VBScript, and JavaScript

- Helped take care of technical and support issues for aforementioned sites, including server issues with SQL Server, SQL Enterprise Manager, and IIS
- Involved in layout and graphic creation and tests for optimal usability
- Created and modified site graphics, and created several graphic print pieces and logos

Technical Environment: HTML, ASP, ASP.NET, JavaScript, DHTML, Dreamweaver, Visual Studio, SQL Enterprise Manager, and Adobe Photoshop 7.0

Web Developer

May 2003 – August 2003

Monsanto/Net Effects

- Designed, developed, and coded web pages for new main site redesign using HTML, ASP, JavaScript, and DHTML
- Created and modified site graphics
- Created and converted PDF documents from HTML and Word documents

Technical Environment: HTML, ASP, JavaScript, DHTML, Ultra-Edit, Adobe Acrobat and Distiller, and Adobe Photoshop 7.0

Web Developer

July 2002 – August 2002

Monsanto/Net Effects

- Designed, developed, and coded web pages for new main site redesign using HTML, ASP, JavaScript, and DHTML
- Created and modified site graphics
- Created and converted PDF documents from HTML and Word documents

Technical Environment: HTML, ASP, JavaScript, DHTML, Ultra-Edit, Adobe Acrobat and Distiller, and Adobe Photoshop 7.0

Freelance Web Developer/Graphic Designer

February 2002 – June 2002

BlueWave Hosting & Design

- Designed, developed, and coded web pages
- Coded, tested, and implemented applications using HTML, VBScript, ASP, JavaScript, Perl, and other languages
- Supervised layout creation and tested for optimal usability
- Created graphic artwork for all projects

Technical Environment: HTML, PHP, ASP, VBScript, JavaScript, DHTML, CGI/Perl, Ultra-Edit, mySQL, MS Access, SQL Server, RedHat Linux, Apache Server1.3.x (UNIX), and Adobe Photoshop 7.0

Intranet Developer/Graphic Designer

September 2001 – December 2001

MasterCard International

- Developed several browser-based projects for corporate intranet and CD-ROMs.
- Storyboarded project layouts with team before the implementation.
- Coded, tested, and implemented applications with other team members using HTML, JavaScript, Perl, and other languages.
- Supervised layout creation and tested for optimal usability.
- Created graphic artwork for all projects.

Environment: HTML, JavaScript, DHTML, CGI/Perl, Ultra-Edit, Internet Explorer 5.0, MS Office, and Adobe Photoshop 5.5

Webmaster

June 2000 – September 2001

Skywalker Communications

- Developed new e-commerce website and maintaining current site.
- Developed an e-commerce catalog website for a division of the company, MTX Electronics.

- Worked with Microsoft NT and 2000 IIS Servers.
- Wrote ASPs in VBScript.
- Created print ads, flyers, and brochures for company for Adobe Acrobat.
- Storyboarded project layouts before implementation.
- Created site layout and graphic work.
- Maintain and update current website for the company.

Environment: HTML, JavaScript, DHTML, Adobe Acrobat and Distiller, ASP, VBScript, Ultra-Edit, Windows 2000, IIS, SQL, Internet Explorer 5.0, MS Office, and Adobe Photoshop 5.5

Java Developer

January 2000 – April 2000

U.S. Postal Service

- Worked on a project involving a network mail alert system for the upper management.
- Coded, tested and implemented applets with other team members.
- Gained exposure to servlets and databases.

Environment: Java, IBM Visual Age for Java, DB2, SQL, Internet Explorer 5.0, WebSphere, HTML, Windows NT 4.0

Editor-in-Chief/Webmaster

October 1997 – December 2002

VH Guitar Magazine

- Oversaw production of a music magazine and maintained the online web site.
- Compiled subject matter, researched, wrote and edited articles focusing on guitars and guitar players, tested and reviewed various instruments, amplification equipment and guitar gear.
- Designed and developed complete site, maintained and updated 20+ page sections that had 6,000 readers per month, making extensive use of HTML as main programming language.
- Performed a wide variety of tasks, including designing all layout and graphics using Adobe Photoshop 5.0 and Illustrator.
Created an online message board based in CGI and Perl using UBB software.
- Designed, coded and implemented CGI scripts for a musicians' classified ad section on the site, a scrolling Java news ticker with links to other site pages, and posted a Java-powered Para-Chat for guitarists.
- Imported the magazine updates onto the web server using FTP protocol software programs.

Environment: HTML, JavaScript, Java, Ultra-Edit, Windows 95/98/2000, Internet Explorer 5.0, Ultra-Edit, CGI, Perl, WS-FTP Pro, and Adobe Photoshop 5.5 and Illustrator 7.

Web Developer

August 1998 – December 1999

Great Minds Enterprises

- Designed web pages for a diverse clientele in varied environments.
- Met personally with clients to better facilitate a blueprint of what they required of a web site.
- Designed and tested several layouts for each site in order to choose what was easiest for user navigation and continuity.
- Designed, developed and coded web pages.
- Developed various Java applications and applets, including:
 - A paint and color-selection (including a converter from RGB to HSB color formats) program for personal web pages.
 - Various web chat pages.
 - A server-side questionnaire/form for a local recording studio.
 - Scrolling and animated text applets.
 - Modified forms with Java functions such as Grid Bags.
 - Animations and sound files for web pages.
- Designed and created all layout and graphics on the sites using Adobe Photoshop 5.0 and Illustrator.
- Implemented audio and multimedia programs on sites using formats such as Real Audio, Macromedia Flash, Mp3, and .wav files.

Environment: HTML, DHTML, JavaScript, Java, Ultra-Edit, Windows 95/98, ASP, Internet Explorer 5.0, CGI, Perl, WS-FTP Pro, Adobe Photoshop 5.0 and Illustrator 7, Real Producer, Macromedia Dreamweaver, Flash, and Fireworks

Freelance Web Developer

1996 – 1998

- Designed, developed and coded web pages for a wide variety of clientele.

Environment: HTML, DHTML, JavaScript, Java, Ultra-Edit, Windows 95/98, ASP, CGI, Perl, WS-FTP Pro, Adobe Photoshop 5.0 and Illustrator 7, Real Producer, Macromedia Dreamweaver, Flash, and Fireworks

WEB DESIGN EXAMPLES:

Many examples can be found here:

<http://www.scottrobertsweb.com/portfolio.php>

EDUCATION

Continuing Education Courses, University of Missouri at St. Louis:

AJAX, PHHP, ASP/SQL, ASP.NET Using MS Visual Studio

Most recently February 2008

Computer Science

East Central College, Union, MO

August 1991-May 1992

General Course Studies