

SEAN CANNON

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OBJECTIVE

To become a Web Development Project Manager in the California Bay Area

PROFESSIONAL EXPERIENCE

6/99 - Present

Experience includes freelance Web design and development work as well as client relations, webmastering, hosting setup and management, secure payment gateway and merchant account setup, domain registration, search engine optimization (SEO) and e-marketing. Other duties include graphic design for print media and merchandise, and various offline flash applications on CD-ROM.

SELECT WEB DEVELOPMENT WORK

Alter Ego Fitness Group, Inc. | Website Developer/Designer, Webmaster

Retained by Alter Ego Fitness Group to launch the most complex and complete personal training profitability-enhancing web presence available online. Site features include: custom content management system (CMS); complete e-commerce solution with shopping cart and SSL/merchant connectivity; multiple account-type recognition system to pair interested fitness center accounts with available personal trainer accounts using geo-data coordinates and proximity search (also integrated with Google Maps API); online continuing education system for personal trainers to take online multiple-choice exams and print valid CECs; and more. The site was search engine optimized (SEO) with dynamic and relative keyword meta placement as well as dynamic keyword-rich URI re-parsing. It was built using Textpad and Photoshop, and can be viewed at <http://www.alteregofitnessgroup.com>

Premium, Inc. | Website Developer/Designer

Retained by Premium, Inc. to design and develop an infrastructure which allows Premium, Inc. staff to create child e-commerce sites from scratch using an interface on the Premium back-end. All products, vendors, manufacturers, etc. are stored in the master database, and each child commerce site uses an XML template to display brand-specific information on-the-fly and with the correct CSS style. Features include: dynamic CSS generation through a front-end UI, complete intranet CMS which offers a bookkeeping solution that manages vendors, manufacturers, employee payroll, and receipts as well as full product information and categorization control; enhanced marketing modules such as product boutiques and collections which allows the staff to create a dynamic page with its own URI and showcase grouped products with a shared sale price; and much more. The site was search engine optimized (SEO) with dynamic and relative keyword meta placement as well as dynamic URI re-parsing. It was built using Textpad and Photoshop. A few child commerce sites can be viewed at <http://www.club540.biz>, <http://www.ragsforwags.com> and <http://www.sumiyaka.com>.

Total Control Solutions | Project-specific web developer

Retained by TCS to develop a new product categorization system and synchronous dynamic product navigation menu. The navigation was developed in PHP and Javascript and uses the concepts of "is_a" and "has_a" relationships to properly categorize the products. Each product is assigned "option types" and "option values", which are then stored in relative arrays and retrieved on the fly through the navigation. The result is a product-feature hierarchy which allows users to find specific products through multiple channels without creating confusing redundancy. This site feature is active and can currently be found on <http://www.totalcontrolsolutions.com> both on the left side navigation as well as in its catalog form on the "products" page.

Club540 International | Website Developer/Designer, Webmaster

Retained to design and build an online community for the growing population of "extreme martial arts" enthusiasts. Features include: member login and profile management; multimedia upload; multiple discussion forums; member points and ranking system awarded through various site activity; user-generated step-by-step tutorials; a custom private message application; and a link-ranking system which displays user links in order of who brings in the most traffic. The site was built using Textpad and Photoshop, and can be viewed at <http://www.club540.com>.

EDUCATION

2001; Brown Institute | *US-MN-Mendota Heights, E-commerce program | GPA: 3.7*

2000; Fort Leonard Wood | *US-MO-Fort Leonard Wood Military Police Academy*

SKILLSET

Development Expertise

PHP, HTML/XHTML, CSS, Actionscript, Javascript, Ajax, XML, SQL/MySQL

Software Expertise

Photoshop, Illustrator, InDesign, Flash, Acrobat

Experienced With

SSH/Putty, Unix(Redhat Linux)/Apache, PHPMysqlAdmin, WHM/Cpanel, SSL, cURL, sIFR, Web2.0 applications, OpenOffice