

OBJECTIVE

Secure a position as a creative web executive that leverages the combined strengths of my background in the development of influential internet technology as well as marketing sales and product development.

PROFICIENCIES

I am proficient in the following computer languages and applications. I have them listed in order of my experience and knowledge: HTML, PHP / MySQL, OOP, CSS, T-SQL, MVC, Photoshop, JavaScript, Bootstrap, GIT, .NET

EXPERIENCE

Applied Health Analytics

Nashville TN

5/17 - Present

PHP DEVELOPER

- Responsible for building and maintaining PHP based applications incorporating MySQL, Twig, Blitz and JQuery. Some applications also interacted with MSSQL. Tasked also with improving the Landing Pages used by all of their channel partners which included cleaning up antiquated code, consolidating disparate systemic processes, improving the aesthetic appeal and ensuring mobile friendly dynamic of all pages.

Experis Manpower / Aegis Health Group

Brentwood TN

2/17 – 5/17

CONTRACT DEVELOPER

- Responsible for converting antiquated procedural PHP code with PDO in order to prevent SQL Injection and other such threats. Database was MSSQL and the entire shop was a .NET environment. This was an app they were looking to convert to a .NET dynamic at some point. In addition to converting the code to PDO, cleaning up the queries and making them more intuitive in order to better facilitate the future migration was also a priority.

Provisions Group / Patient Focus

Nashville, TN

5/16 – 12/16

CONTRACT DEVELOPER

- Brought on to make needed repairs and edits to existing PHP / TSQL based application that served as the CRM for company that specialized in tracking and billing patients of a variety of Health Care services. The app was built in Code Igniter, T-SQL for its database functionality and GIT was used for Version Control. One of the more complex applications I've worked on in terms of the way in which the SQL queries were oftentimes assembled dynamically. I was also responsible for managing several API's that were used as part of the application including PDFLib and the PHP based Twilio Phone Interface.

Infinite Computer Solutions / Verizon
Nashville, TN

9/14 – 5/16

CONTRACT DEVELOPER

- Built and maintained database driven tools used to monitor and measure efficiency of Verizon voice and data technologies. One such tool decompressed (JSON files) and parsed a year's worth of Twitter data from 10 states. The resulting database was over 250,000,000 rows. The same tool then provided the user the opportunity to search for digital activity based on latitude and longitude along with date. Please refer the "code samples" portion of brucegust.com to view the code.

Conexess / Symbion
Nashville, TN

1/14 – 6/14

CONTRACT DEVELOPER

- Worked on a national intranet application that facilitated the purchase of capital resources. Features included the allocation of funds from specific budget accounts, various levels of approval unique to each facility as well as a blog-esque option that allowed for communication between approving managers. App was written in a hybrid of PHP, T-SQL and JavaScript.

brucegust.com
Thompsons Station, TN

7/08 - Present

CONSULTANT

- Developed several database driven web applications for a prestigious collection of clients, each with a national platform. "The Texaco Country Showdown (PHP MySQL, Flash, ActionScript, CSS, HTML, JavaScript)," "The Apologetics Study Bible (HTML, CSS, Flash, ActionScript)," "Sarah Palin: New American Feminist" shopping cart (HTML, Classic ASP, VBScript, SQL), and "The Patriot Nation shopping cart (HTML, Classic ASP, VBScript, SQL)" (book authored by Bob Barr, US Presidential Candidate) please visit brucegust.com/portfolio for more examples

The Texaco Country Showdown – as webmaster I was able to dramatically enhance traffic to the site through the construction of "Profile Pages" which allowed contestants to upload their picture, bio, mp3 and touring schedule. Using a variety of technologies including PHP, MySQL, Flash, HTML, CSS and JavaScript, I included a "mail" dynamic where fans could correspond with the contestant through the system as opposed to the contestant having to surrender the email address etc. In addition, I built a Songwriting Contest where contestants paid a fee in order to be featured in a voter based competition. The ballots themselves resulted in tens of thousands of page views. I also built a "digital business card" dynamic that allowed users to position a QR code as a mobile friendly website on their phone that they could present to interested parties that, when scanned, would connect them to their profile page which featured, not just their contestant info, but also additional links to their social media and shopping cart pages.

I increased the efficiency of day to day operations by building an online interface that allowed administrators to create HTML formatted email blasts and digital press releases. I also worked with ad agencies based out of New York and San Francisco (Y&R and Group M) and built an online download campaign that was featured on all gas pumps throughout the nation.

I built the Showdown's iPhone application which features "Showdown Internet Radio." This internet radio broadcast is complimented with a playlist featuring every artist's song that can be played using a YouTube video. A clever way of incorporating several technologies in a way that equated to a clever and intuitive user experience.

I also was responsible for print media including posters and DVD labels and Jewel case covers. These resources were distributed nationwide to all participating radio stations / customers who purchased the recorded version of the National Final.

New Hope Baptist Church – while this site was for a church, it went beyond your basic online brochure in that it featured several services, one of them being an online campus. Based primarily on PHP and MySQL, this feature allowed administrators to upload course content in the form of pdfs, podcasts etc. and then track the completion of each training segment through the use of a quiz that was created using the same interface.

Barefoot Bay – while I've been fortunate to build several sites for a number of small businesses, barefoot-bay.com is a standout in that it featured a Photo Gallery designed to entice users to book a vacation at this particular location. Using JavaScript and CSS, the end result was a full screen experience that allowed users to browse through a variety of pictures easily and quickly.

The Rainmaker Academy – this site was more of an application than it was a website. This company trains accountants to better salesman for their respective firms. Using PHP and MySQL, this app tracks their sales and interactions with potential clients. It also provides reports that are used by Rainmaker to demonstrate their effectiveness both to current and prospective clients.

US Taekwondo Academy – what started out as a basic site grew to include an online application that tracked attendance, product inventory, report card grades as well as rank and tuition payment. Prior to my involvement, they had purchased an application based on FileMaker. But when it failed to accommodate the nuances of their business, they brought me on to build an app using PHP and MySQL that was tailor fit for their particular business dynamic.

My Qardboard – A site based on PHP and MySQL along with some JavaScript, the user uploads their personal logo, picture and social media URLs, the result being a mobile friendly site that features a QR code as the centerpiece. Potential customers scan the code and contact info is automatically uploaded along with custom URL that has user's contact info, picture, log and links to every online asset they possess.

Big Shiny Planet

Nashville, TN

7/06 – 7/08

CREATIVE DIRECTOR

- Partnered in the creation of a business that produced a first of its kind training resource that was sold initially direct to consumer and then later introduced into retail where it is currently being sold nationwide.
- Responsible for the creation and implementation of all Marketing strategies and campaigns including, but not limited to, direct mail, email blasts, radio promotions and video production.
- Responsible for sales to consumer and retail. Over the course of a year, resource generated over \$100,000.00 worth of revenue.
- Built and maintained entire web community that included video, an ecommerce component as well as several original applications geared for the marketing and display of BSP.
- Responsible for the training of all sales personnel employed by our sales and fulfillment agency.

bigshinyplanet.com – The site that I built for bigshinyplanet.com included a shopping cart that was built from scratch using PHP and MySQL. While we eventually went with Zencart, the initial Shopping Cart was one that I built that interfaced with authorize.net.

brucegust.com

Thompsons Station, TN

9/04 – 8/05

CONSULTANT

- Implemented database approach to web design for small businesses, thus giving them the opportunity to manipulate their content and better market their wares to their customers.

LifeWay Church Resources

Nashville, TN

8/97 – 11/98 and 8/05 – 7/06

SALES ASSOCIATE

- Responsible for the sales of various B&H products including books and church supplies to various churches and stores specific to the northeastern section of the United States.
- Created online sales tool that allowed reps to create customized version of company web page that highlighted resources they had just discussed with customer.
- Created online shopping cart that allowed department to sell resources to targeted audience at a discount rate.

CUSTOMER SERVICE TRAINER

(11/98 - 7/01)

- Developed a comprehensive three week training course for incoming employees. Responsible for teaching Customer Service skills, sales techniques, technical expertise and product knowledge.
- Developed an integrated online campus using various technologies and applications (i.e., Flash, html, VBScript, SQL, JavaScript, .pdf, digital audio and video)

REGIONAL OPERATIONS TRAINER

(7/01-8/03)

- Trained over 50 LifeWay regional operations and call center personnel, in addition to capabilities specialists, National Church consultants, regional directors and data specialists located on-site and at distributed locations; developed a creative and technically-advanced podium to ensure a uniform and cohesive training program across geographically-distributed sites

ECHANNEL DEVELOPMENT SPECIALIST

(8/03 – 9/04)

- Implemented corporate extranet using HTML, Flash and JavaScript for displaying “New Release” information and corporate training materials; a “first-of-its-kind” capability for publishing all LifeWay product information as opposed to only resources managed by individual component

EDUCATION

- BA, Business Administration, St. Leo College
- Graduate, Basic, Intermediate Course, Armed Forces School of Music

PROFESSIONAL ACCOMPLISHMENTS

- Honor Graduate Noncommissioned Officers Academy
- Noncommissioned Officer of the Quarter, First Marine Brigade
- Military Excellence Award given by the Noncommissioned Officers Association
- Navy Achievement Medal for exemplary service
- Licensed minister in the state of Tennessee
- L2 Black Belt in Tae Kwon Do
- Certified Group Fitness Instructor
- Former National Recording Artist
- Published Writer

REFERENCES AVAILABLE UPON REQUEST