

# MICHAEL LAWRENCE

Germantown, MD 20876  
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## SKILLS

Expert in constructing WordPress sites using Sage, Bootstrap, Skeleton, Genesis, Boilerplate and Semantic UI. Highly knowledgeable with HTML5, CSS3, JS (jQuery), PHP, XML/RSS, various CMS platforms (WordPress, Magento, Drupal, Joomla!). Thorough knowledge of Microsoft Windows & Office Suite, macOS, and Adobe Creative Suite. Knowledge of using Git and implementing AWS services. Have worked with Perl, SOAP and various APIs. Implemented and administered third party tools like Piryx, QuoteMedia, Brightcove, DynDNS, Basecamp, PagerDuty, Trello, and Harvest.

**Languages:** PHP, CSS3, HTML5, JavaScript (jQuery), Sass/Less

**Databases:** MySQL

**Frameworks:** Bootstrap, Semantic UI, Skeleton, jQuery,

**Software:** Adobe Creative Suite, FileZilla, Atom/Sublime, SequelPro/MySQL Workbench, Microsoft Office Suite

**OS:** Windows, macOS, Unix/Linux

**Tools:** Git, Bower, NPM, Gulp, LAMP & MAMP, WP-CLI

## EMPLOYMENT HISTORY

### SENIOR FRONT-END WEB DEVELOPER

Targeted Victory, March 2013 – Present

#### Duties

Managing a development team of three to create and maintain 100+ WordPress sites built with Genesis Framework & Underscores/Sage Starter Themes. Worked with the in-house product team to implement donation collection on any of our client sites. Ease of use for the client was a key goal for the projects.

#### Tools Used

Sass, Gulp, Git, Bower, NPM, CloudFront/Flare

#### Accomplishments

Responsible for building the larger sites requiring 120+ hours of development and more complex site features. Was tasked by company execs with building the company's own public-facing site and all product sites. Placed importance on using built-in actions and filters rather than relying on third party plugins where applicable to help with future-proofing the site code. Successfully helped manage and complete migration of all 100+ sites from WPEngine to Pantheon.

### SENIOR WEB DEVELOPER

InvestorPlace Media, LLC, June 2005 – March 2013

#### Duties

Built and managed 40+ websites, maintained web servers and MySQL databases, added functionality to in-house tools. Also responsible for company publication sites including any associated programs, widgets and vendor-supplied products.

#### Accomplishments

Started by improving email broadcast templates and grew to building publication sites and landing pages, including the larger and more high-dollar subscription publication sites.

### DESKTOP PUBLISHER

Phillips Investment Resources, LLC, 2004 – 2005

Assist editors with copy layout to create professional publications and page layouts, develop and execute broadcast emails, maintain and ensure website accuracy.

## EDUCATION

**Associates Degree**, Computer Graphics  
Montgomery College, Germantown, MD, May 2005

## FREELANCE WORK

**Toy Box Studios**, [www.toyboxstudios.com](http://www.toyboxstudios.com), November 2016

Built in WordPress using the Sage starter theme. Work included HTML, Sass, JS (jQuery) and PHP.

**Joe Carabeo**, [www.joecarabeo.com](http://www.joecarabeo.com), November 2015

Built in WordPress using the Underscores starter theme. Work included HTML, Sass, JS (jQuery) and PHP.

**Makeup By Kevan**, [www.makeupbykevan.com](http://www.makeupbykevan.com), January 2015

Customized (and improved) a purchased theme in Tumblr and optimized the mobile experience. Work included HTML, CSS and JS.