

# Joseph V. Crawford Jr.

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## Objective

I have been working on very high traffic retail websites such as BabyPhat, RocaWear, PhatFarm, DKNY, Orange County Choppers, Apple Bottoms, WebDate, Politics. I have worked with both PHP 4 and PHP 5 and have 10 years of experience with PHP / MySQL. At one point was running my own company. I have always found myself in the back-end departments while working at companies. I have much more knowledge in technologies like PHP however if you have me complete a CSS or JavaScript task I can get it done. In the future I would love to learn more about Photoshop, CSS and JavaScript to further enhance my knowledge. I would like to find a position with a company which values it's employees and can offer a comfortable work environment and stable employment. Feel free to check out my recommendations on LinkedIn.

[\(http://www.linkedin.com/in/codebowl/\)](http://www.linkedin.com/in/codebowl/)

## Experience

### Tatto Media

### Software Engineer

10-2009 / Present

Tatto Media is a smart advertising company with intelligent platforms that produce immediate results.

Tatto Media was founded in 2005 in Boston, Massachusetts. Over the past four years, the company has applied its expertise in performance advertising to display advertising and virtual currency. Tatto Media's development of next generation advertising platforms is revolutionizing online advertising.

Making use of Cake PHP and PHP 5 I have been tasked to create a bidding system where advertisers can log-in and create bids. Bids are based on a set of criteria and a dollar amount they wish to pay for each conversion. I am also working on the Tatto Display network which is a much larger project in the ad space.

### Namespace

### Web Developer (Contract)

06-2009 / 10-2009

Namespace's goal is to create a URL Free internet, they believe that everything should be run by keywords. Partnering with ISP companies they are turning this vision into a reality.

Working with PHP 5, CSS, JavaScript, XML, CSV, HTML I have created a new reporting system for their clients using Object Oriented PHP 5. The reporting system allows the client to get at the data using various methods. They can access the web front-end to visually view the data in the browser and download CSV or XML formats as well. They can specify several parameters to get the report data that they wish. The parameters are those such as start and end dates, the report format, and the report type. The clients also have the ability to fetch the data using methods such as cURL or wGet over HTTPS. They can fetch whichever format they would like the results to be in. Adding this functionality allows the clients to integrate the report system into their own internal systems doing what they wish with the data.

The next project that I am starting on is ISP Keywords. This system will allow the customers to update their set of keywords using an API or web front-end to automate the process. I left this position in favor of a permanent position with Tatto Media.

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## Castle Communications

## Web Developer

01-2008 / 04-2009

Integrated a new CSS layout into the code base for webdate.com, re-wrote the mobile phone API so that it was structured better and converted it to use the companies internal framework.

Following the SCRUM methodology while working remotely using PHP, MySQL, CSS and JavaScript (xAjax, jQuery). Designed relational MySQL database tables, used triggers and stored procedures to interact with the database. This role involved bug fixing and development of new features for the social network site. Consumed 3<sup>rd</sup> party web services to populate the results for the politician searches. Used Mantis bug tracker to document and create tickets based on functionality requirements. Using SVN, SSH to work remotely. Working primarily on [www.politics.com](http://www.politics.com) I was able to use PHP's gettext functionality to integrate internationalization (i18n) into the website. My position with this company was cut due to budget cuts.

## eFashion Solutions

## Web Developer

07-2007 / 12-2007

Integrating new features into the code bases for each individual site. Using SVN, CVS and SSH to work remotely. Helped to integrate the coupon system into the base code for all sites using the eFS framework, used Authorize.net for the payment gateway.

- <http://www.babyphat.com/>
- <http://www.dkny.com/>
- <http://shop.orangecountychoppers.com/>
- <http://www.mandee.com/>
- <http://www.rocawear.com/>
- <http://www.applebottoms.com/>
- <http://www.shopmary-kateandashley.com/>

This position came to an end after the holiday season. I entered into this position knowing that it would only last until the end of the holidays. This was not a contract position I was salaried.

## ERE Media

## Web Application Developer

02-2007 / 07-2007

Converting the existing Microsoft based solution over to the LAMP stack. Created a job portal using PHP, MySQL, CSS and JavaScript (Google Maps). Looked into the ability to have a single sign-on page for their network of sites. Used the CodeIgniter framework to gain the MVC advantage.

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## **eFashion Solutions**

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- <http://www.shopmary-kateandashley.com/>

I left this position due to a much larger offer made by ERE Media.

## **LicketyShip, Inc.**

## **Web Application Developer**

**05-2006 / 08-2006**

Lead developer for a CA based start-up. Converting PHP 4 code over to clean OO PHP 5. Working closely with the CEO and CTO to release a beta in the San Jose area. Same Day delivery service website powered by 3<sup>rd</sup> party web services and "screen scraping (with permission)" of sites to collect data for the site. Calculated delivery prices based on total street miles, determine courier and send fax using external web service. PHP 5 and MySQL were used along with CSS, JavaScript, SVN, SSH, Authorize.net for the payment gateway.

Since my departure with this company they had changed names and have since closed the doors. I left this position because it was a start-up which agreed upon a 50 hour work week however they continued to try to force me to work 16 hour days. I was not in a position where I could pull that off so I moved on to another company.

## **Codebowl Solutions, Inc.**

## **President**

**05-2005 / 01-2008**

Developing and maintaining new and existing clients websites. Working with both large and small companies I have been able to showcase my expertise using PHP and MySQL. We have consumed 3<sup>rd</sup> party web services, setup and custom develop e-commerce solutions for customers. I have led a team of 5 developers to accomplish a lot of the work on the portfolio. You can see a full list of clients at <http://www.codebowl.com/>

I have since stopped taking on any client work.

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## Freelance Developer

01-2000 / 05-2005

Created several sites using technologies such as PHP, MySQL, CSS, JavaScript, SSH, SVN, CVS. Developed an online store using custom PHP code and integrating with PayPal for the payment processor. 3030knives.com was developed for an eBay seller who wanted their own online presence. Also developed an online store for a company in Canada who developed custom performance parts for the Mazda RX-8 automobile. Created an online store for an individual who wanted to sell candles and soap online. Many of the projects completed during this time are no longer online.

## St. Johnsbury ECC

## Volunteer

01-2000 / 05-2005

At the Saint Johnsbury ECC I took on the role of a Site Monitor. My duties included monitoring people who were using 1-5 computers and making sure that the machines were being used efficiently. If someone was playing games and another person needed to do homework, the homework would be allowed and the gaming would not. I was also there to help people use programs like Microsoft Office as at that time I had a solid understanding of the suite. This is also where my web development interest stems from. I started using AOL Press (WYSIWYG Editor) for doing an HTML website for the ECC. Over time at the ECC my interest in web development only got stronger.

## Training / Courses

Vendor	Course	Year
Zend Training	PHP Essentials	2005
Zend Training	Professional PHP Development	2006
Oreilly School	Linux / Unix 1: The Unix Filesystem	2007

## Skills

**Languages:** PHP 4/5, HTML, XHTML, CSS, JavaScript, XML, XSLT, SOAP, REST

**Design Patterns:** Singleton, Factory, Observer, MVC

**Applications:** Zend Studio, Eclipse, Coda, SVN, CSS, MySQL

**Protocols:** HTTP, VPN, SSH, Telnet, FTP, SFTP

**Application Server:** Apache, IIS

**Operating Systems:** Windows, Linux, OS X

**Database Systems:** MySQL, SQLite, MS SQL, MS Access

**Certifications:** Zend Certified Engineer (PHP 4)

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## References

Through the years I have been able to work with some pretty amazing and knowledgeable people. I have listed only a few below as references. Each set of references is started by the most current position/contract.

### Employers

Lucas Brown	<a href="mailto:lucas@tattomedia.com">lucas@tattomedia.com</a>	Tatto Media
Mike Hankey	<a href="mailto:mike@castlecomm.com">mike@castlecomm.com</a>	Castle Communications
Anthony Yockey	<a href="mailto:a.yockey@yockey.com">a.yockey@yockey.com</a>	eFashion Solutions
Joshua S. Freeman	<a href="mailto:jfreeman@gmail.com">jfreeman@gmail.com</a>	eFashion Solutions
Robert Pazornik	<a href="mailto:robert@licketyship.com">robert@licketyship.com</a>	LicketyShip

### Contracting

Russ Hammer	<a href="mailto:russ@perneus.com">russ@perneus.com</a>	Through Namespace
Sherry Holub	<a href="mailto:info@jvmediadesign.com">info@jvmediadesign.com</a>	Through Codebowl Solutions
John Gicewicz	<a href="mailto:info@jegdesign.com">info@jegdesign.com</a>	Through Codebowl Solutions
Gregory Garvin	<a href="mailto:gregory@sewfastseweasy.com">gregory@sewfastseweasy.com</a>	Through Codebowl Solutions
Jaz King	<a href="mailto:jmking@ipro.us">jmking@ipro.us</a>	Through Codebowl Solutions