

ADAM BOULWARE

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SUMMARY

Dedicated web developer polymath with business operations knowledge who values clear communication. Resourceful, curious, solutions-oriented leader with 12+ years of tech experience and a lifetime of learning from entrepreneurs. Seeking Product Manager role, bringing a deep understanding of web and application technologies and a desire to achieve business goals through sound strategy, activating a team, and understanding and solving customer needs.

PROFESSIONAL EXPERIENCE

Mad Men Marketing

Jacksonville, FL

Director of Technology

October 2019 – Present

While maintaining previous roles – lead team by driving internal initiatives, engaging in client management, mobilizing team communication, and defining business and project management processes.

- Lead company pursuits through competitive analysis, sales presentations, client training, requirements analysis, persona mapping, strategy sessions, and strategic internal company technology efforts.
- Empower internal team leads to communicate, align goals, and promote collaboration to identify and solve pain points through use of Trello and Agile methods to reduce turnaround time by 20% on average.
- Design sales materials to sell web performance and website audit packages to clients, increasing page speed by an average of 30% and creating additional revenue streams for department.
- Advocate for continued advancement of data-driven decision making for ongoing client web projects and internal processes by building and delivering presentations to management.

Lead Developer

January 2015 – October 2019

While maintaining SysAdmin roles – dedicated to learning the craft of Web Design by cultivating skills in design, content strategy, marketing, and user motivations. Exceeded client goals by utilizing user testing and modern frameworks to improve User Experience for client websites.

- Developed in-house plugins, designed reusable web templates, and deeply customized WordPress to achieve client goals by leading industry best practices.
- Introduced Trello as project management software and Kanban as workflow management methodology to increase internal accountability and decrease turnaround times company-wide by 20-30%.
- Coordinated web hosting migrations resulting in decreased page load times of up to 50% on average.
- Mentored 3 junior developers to assist with growth in front-end development, DRY principles, foundations of typography, and common UI/UX patterns.

System Administrator / Web Developer

January 2013 – January 2015

Merged client web and email hosting during company acquisition. Grew lead developer skills by building web products, internal applications, and marketing websites using PHP, WordPress, and custom-built cloud servers.

- Optimized deployment, administration, maintenance, and security of 60+ regional client websites.
- Provisioned mailboxes, migrated existing mail, and trained users on Rackspace Email & Google Apps; hosting of hundreds of users' mailboxes spread across 20+ domains.
- Led backend development with WordPress, including custom PHP and MySQL database development.
- Provisioned, secured, and maintained 3+ LAMP stack environments on public cloud servers.

Adverse.co

Jacksonville, FL

System Administrator / Web Developer

June 2011 – December 2012

Built cloud web hosting environment for resale to clients, gathered project requirements, learned PHP and JavaScript through WordPress conversions, custom web development, and code reviews.

- Migrated company's VPS web servers to a custom-built distributed CentOS LAMP stack running a WordPress network on Rackspace cloud servers, growing hosting revenue by 40-60%.
- Facilitated company-wide adoption of Mac OS X, assisting owners, designers, and programmers in using OS X to optimize efficiency, effectiveness, and upgrade team and client communications.
- Reinforced security of company's programming patterns through code reviews and education.
- Developed deep understanding of event-driven and object-oriented programming, content management, and the open-source software community through exploration of the WordPress platform.

University of North Florida

Jacksonville, FL

Administrative Support Technician

July 2008 – August 2011

Delivered Tier 2 and 3 technical support to over 30 departments on campus, primarily Administration & Finance, Academic Affairs, and Athletics as part of a 1-3 person team.

- Directed hardware and software implementation for the entire Division 1 Athletics Department including research, evaluation, purchasing, installation, training, maintenance, and troubleshooting.

EDUCATION

University of North Florida

Jacksonville, FL

Bachelor of Science in Computing and Information Sciences

August 2008 – May 2012

- Major in Information Technology with Concentration in Computer Security Administration
- UNF Honors Program and Alumni of Sigma Chi Fraternity
- Relevant Coursework includes:
 - Fundamentals of Technology Leadership
 - Evaluating Software for Security
 - Human Factors and Collaborative Computing
 - Legal & Ethical Issues in Computing

TECHNICAL SKILLS

Cloud Computing

Rackspace, AWS, Azure

Backend Development

PHP, WordPress, Ruby on Rails

Frontend Development

CSS, JS, NPM, Webpack, React

Scripting

BASH, ZSH, Python

Analytics

Google Analytics, Hotjar

Data Tools

MySQL, RegEx, SQL, Excel

UX Design

Sketch, Figma

Full list of technical skills available upon request.

PROJECTS

B2B Referral Network

Led development of a B2B referral network web product based on the BNI concept. Deep customization of WordPress and BuddyPress, user onboarding design, automated approval process, step-by-step referral workflow, internal messaging, and in-app notifications.

Mac OS Dotfiles / Setup Script

Started as a shell script to install and configure software, keyboard shortcuts, and quality-of-life settings based on GitHub dotfiles, before evolving into an Ansible playbook to provision a Mac from a clean OS install in 10% of the time.

ELK Stack to Visualize Logs

Configured an ELK Stack (Elasticsearch, Logstash, Kibana) to quickly visualize Apache access and error logs for anomalies and analysis.