Adam Boulware

2719 Lake Shore Blvd, Jacksonville, FL 32210 **//** adamboulware@gmail.com **//** 904-704-5308 **//** adamboulware.com

Related Experience

Mad Men Marketing   Jacksonville, FL
Director of Technology   Oct 2019 – Present
- Leading company pursuits through research, sales presentations, client training, client needs analysis, creative brainstorming, strategy sessions, and strategic internal company technology efforts.
- Coordinate communication while managing expectations between external stakeholders, contractors, and internal leadership on digital projects.
- Empower internal department leaders to increase communication, align goals, and promote collaboration to identify and solve internal pain points.
- Research and evaluate all potential company hardware and software products, services, and solutions to improve client happiness and company efficiency.
- Advocating for continued advancement of data-driven decision making for clients and internal processes.

Lead Web Developer   Jan 2015 – Oct 2019
- Developed in-house plugins, designed reusable web templates, and consistently customized WordPress extensively to achieve client goals.
- Introduced project management software and Kanban methodology to increase internal accountability and decrease turnaround times across projects company-wide.
- Coordinated web hosting migrations resulting in decreased page load times of up to 50% on average.
- Mentored junior developers to assist with growth in front-end development, taught DRY principles, foundations of typography, and common UI/UX patterns.
- Cultivated skills in design, content strategy, web performance, and user testing with a focus on maximum impact for User Experience.

System Administrator / Web Developer   Jan 2013 – Jan 2015
- Led deployment, administration, maintenance, and optimization of WordPress Multisite hosting 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.
- Served as system administrator to provision and maintain multiple LAMP stack environments on public cloud servers.

Freelance   Jacksonville, FL
Full Stack Web Developer   2013 – Present
- Designed, developed, hosted, and managed numerous client websites including an online yoga course marketplace with over 6000 active students.
- Discovered and prioritized new features to meet client goals through content strategy, A/B testing, ecommerce checkout flow optimization, and customer pain point analysis.

Adverse.co   Jacksonville, FL
System Administrator / Web Developer   Jun 2011 – Dec 2012
- Led multiple custom application development projects of application conversions to WordPress.
- Migrated company's VPS web hosting to a configured and maintained distributed CentOS LAMP stack running a WordPress multisite on Rackspace cloud servers.
- Facilitated company-wide adoption of Mac OS X, assisting owners, designers, and programmers in using

OS X to optimize efficiency, effectiveness, and increase team and client communications.
- Improved 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 community through exploration of WordPress platform.

University of North Florida   Jacksonville, FL
Administrative Support Technician   Jul 2008 – Aug 2011
- Provided Tier 2/3 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   Aug 2008 – May 2012
- Major in Information Technology with Concentration in Computer Security Administration
- Alumni of Sigma Chi Fraternity and member of UNF Honors Program
- Relevant Coursework includes:
  - Fundamentals of Technology Leadership
  - Human Factors and Collaborative Computing
  - Evaluating Software for Security
  - Legal & Ethical Issues in Computing

Technical Skills

Cloud Computing
  Rackspace, AWS, Azure

Backend Development
  PHP, WordPress, Ruby on Rails

Frontend Web Design
  CSS, JS, NPM, Grunt

Scripting
  BASH, ZSH, Python

Configuration Management
  Ansible

Project Management Tools
  Trello, Asana

Analytics
  Google Analytics, Hotjar

Data Tools
  MySQL, RegEx, SQL, Excel

UX Design
  Sketch, Figma

Full list of technical skills available upon request.

Projects

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 community dotfiles. Project evolved into an Ansible playbook to provision a Mac from a clean OS install.

B2B Referral Network
  Built a B2B referral network based on the BNI concept. Extensive customization of WordPress and BuddyPress, custom signup flow, automated approval process, step-by-step referral workflow, internal messaging, notifications, and more.

ELK Stack to Visualize Logs
  Set up a local ELK Stack (Elasticsearch, Logstash, Kibana) to visualize Apache access and error logs for anomalies and analysis.

Twitter Image Search
  Took part in code reviews and database design efforts for a legacy Twitter API project. This was one of my first projects and a great learning opportunity - redesigning a database for performance, correcting OAuth and API code, and learning from the project owner's initial mistakes.