

# Benton Barnett

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## Objective

I love creating. I love making projects come together. I'll take your idea from conception to reality. I am a driving creative force. I get things done.

I am looking for a company that inspires me. A business I can move forward. I want to work with you to create a better product, improve the user experience or increase the visibility of your company. I love a challenge.

## Technical Skills

I'm proficient in Ruby, very familiar with Ruby on Rails. Expert level in HTML, CSS and Javascript. I am certified in PHP. I'm proficient in Linux, Windows and OS X. I am fluent in the concepts of SEO, SEM and SMM. I love test driven design, jQuery and the command line.

I have excellent written communication and interpersonal skills. I've worked closely with marketing departments in all my positions and am skilled in internet marketing. I always consider my audience.

## Experience & Accomplishments

*Freelance Web Development/Internet Marketing*

*March 2009 – Present*

I developed several e-commerce solutions in PHP and Ruby to meet the needs to small to mid sized businesses. Projects included creating marketing pages for fashion brands, to large scale e-commerce and content management solutions. Developed **essential skills for communicating to clients and developers** and became intimately familiar with fine grained project management.

- Worked directly with stake holders on business critical projects.
- Created extensive e-commerce solutions with a focus on usability and user experience.
- Built systems that allowed non-technical members to create and edit content online.
- Worked closely with other developers and graphic designers to create with strict deadlines and complex design specifications.

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## Experience & Accomplishments cont.

*Lead Web Developer/Project Manager at Radius Management*

*November 2007 – March 2009*

I created and managed 5 e-commerce sites, developed an inventory management system and **increased online sales 700% in my first six months**. I managed a team of two web developers and one graphic designer to generate leads and manage online sales. I've employed test-driven design, semantic markup and industry leading optimization techniques to make Radius Management the largest online land retailer.

- Leveraged Ruby on Rails unique strengths to create an agile development environment.
- Created standards compliant e-commerce pages optimized for user experience.
- Wrote clean, maintainable Ruby, PHP, XML, CSS, and Javascript
- Managed a team of programmers and designers in a fast paced decentralized environment.

*Web Developer at International Art Unlimited*

*December 2006 – August 2007*

Web developer and graphic designer for Phoenix based entrepreneurial group. **Created multiple web applications** including shopping carts and inventory management systems for gallery owners. Participated in **traditional marketing** including direct mailing and print advertisements.

- Created an e-commerce platform in Ruby on Rails to allow non-technical artists to sell their work online
- Created shopping cart and price quote application that utilized PHP and Javascript
- Worked closely with investors to rapidly meet their needs

*Web Developer at Grand Canyon University*

*July 2004 – December 2005*

I handled **SEO and SEM efforts for lead generation pages** with high emphasis on conversions. Developed internal content management system and coded the Grand Canyon University website. Worked as a part of a small team that **generated more leads than any other lead generation system at the university**.

- Created search engine optimized pages using PHP, Javascript, HTML and CSS
- Followed strict programming standards and developed lasting programming habits
- Worked in a small engineer-minded team to create clean, maintainable code.

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## References

References Available Upon Request