

James M. Van Petten

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Objective: Jim is a full stack master developer, expert in website design and application development, fluent in all major frameworks including .Net, Java, and PHP. He is also a skilled server admin including Windows IIS, Sun Glassfish J2EE and Apache. He is an equally competent DB admin expert in SQL, MySQL, and Oracle. He works in Visual Studio 2017, Adobe CC, and Eclipse IDE. On the side Jim is a skilled photographer and videographer / editor (Adobe Premiere, Sony Vegas) See www.jimvanpetten.com

Skills: Web/Application Development / Design .Net, Java, PHP Full Stack, Business Development, Sales, Management, Internet, Internet Advertising , Search Marketing (PPC, Direct Navigation), Search Engine Optimization (SEO, SEM) Website Development (front end / back end), Ui/Ux, Server admin, DB admin, .NET, JAVA, PHP, C#, Web forms MVC, VB, Classic ASP, JS, JQuery. IIS, SUN, Apache, JQuery, SQL, Oracle, MSSQL, MySQL, CMS: WordPress, Drupal,

Experience:

2009- Present

Independent Developer / Internet Consultant: Independent consultant serving small and medium businesses in the Chicagoland area. See www.jimvanpetten.com

- .Net >12 years C#, MVC, Vb
- Java >10 years
- PHP >12 years
- Oracle, MySQL, SQL >12 years
- HTML, CSS3, CSS, Responsive, Bootstrap... >12 years
- JavaScript, JQuery >12 years
- Web Services, AJAX, XML, Soap... >12 years
- Website design / development front-end and back-end.
- WordPress, Drupal > 10yrs
- e-commerce development and management
- Search Engine Marketing / Optimization
- Internet Marketing / Advertising

Recent Projects:

- Weber-Stephen / Billion dollar multi-national manufacturer of back-yard barbecue grills:
> Dozen misc. applications including MVC (Razor), VB.net (web forms), Mobile apps, CMS apps, Google Datalayer Library, PHP, Laravel, Craft, Classic asp, xml datasource (you've got to ask), CDN file management system, and more.
- One of the largest dental equipment manufacturers in the world. Whole new website (small team) Drupal/php:
<https://www.kerrdental.com/>
- Another major multi-national dental equipment manufacturer.

Whole new website (lead developer) Wordpress /php:
<http://brasselerusadental.com>

- Large multi-national fabric manufacturer. Bi-annual site re-designs since 2012 (solo) .NET VB www.brentanofabrics.com
- Health club chain. Website, applications, facebook api (Solo) Wordpress/php www.themaxchallenge.com
- MasterFinish: one of the largest electro-plating companies in the world serving the automotive industry: Operations applications. .net C#, entity sql... (solo)
- Major pharmaceutical billion-dollar multinational website maintenance and updates (solo):
 - <http://omnitrope.com/>
 - www.glatopa.com
 - www.myomnisource.com

Major Accomplishments:

.Net Development, Database migration, Server Administration, WordPress Integration, IT management:

A large multi-national manufacturer of high-end fabrics had a real-time data driven website based on Access database. Page loads were upwards of 8 seconds per page. The client wanted to reduce that considerably without them migrating to a new database system. I implemented a transparent MySQL layer for web (mostly because its free), and built a custom interface to their Access db that slashed the page loads by about 6 seconds. Then I rewrote almost all the queries to fetch ALL data in one call per page placing them in hash tables and/or json arrays—one of my specialties. This cut about another second off page-load getting us to about 1 second, most of which is straight html and high-resolution images.

Over the years I've done dozens of other projects for this client including full maintenance of the website, monthly updates / press releases, and the implementation of WordPress for content management which greatly reduces maintenance costs (yep, WordPress on .Net—a custom re-write by me, now my standard). Recently I moved them from a Godaddy hosting environment at to an enterprise class dedicated super-server from OVH.

Technologies:

- VB.Net
- IIS8
- WordPress on .Net
- MySQL
- MSSQL
- JQuery / JavaScript

PHP Development and design, Application Development, Database design (MySQL), e-commerce integration

Internet startup Consumer Insurance Guide, Inc. wanted to implement an online store for agents to buy insurance leads from several categories including, Auto, Health, Homeowners and Life. I was contracted to implement a fully functional online store with full tracking and payment systems. Keys to success included the utilization of the free WordPress plugins WP Online Store, and my in-depth experience with this module making the scope of the project relatively low-cost, highly functional and scalable. What we accomplished in the cost of 5 figures is quoted in the low 6 figures by most of the industry competitors. Why charge people to design a wheel when the source code has already been written, and its free? I'll explain the open-source revenue model to you if you'd like to spend a half day with me at Starbucks (you're buying). It really does work. On revenue models: I think Starbucks should charge by syllable. Grande drip with cream: 5 syllables @ \$.40 each-\$2.00. Stupid time wasting fashion inspired orders like: Grande mocha late caramel macchiato espresso with two extra shots, and wip to go, 35 syllables @ \$.40 each-\$14.00

Technologies:

- PHP
- Bluehost/Apache
- WordPress
- MySQL
- JQuery / JavaScript
- Photoshop

Java Development, Oracle/SQL development, Creative Design, SEO

Geico life insurance needed clean and tight landing pages for this high-profile partner. I had to go through 80 pages of Java and JSP in the quoting module to accomplish this daunting task. I don't think any front end / UX guy could have done this as there is a tremendous amount of back-end code (JSP) intertwined with the creatives. I actually came up with a really interesting use of Dreamweaver to edit JSP and push code to CVS, Glassfish and Eclipse without compiling every mod. This sped up development from herein for this client by 10x. I've also done many Java applications for this client, Dashboard reports, Aptitude test (with only 2 trips to the db!), Life Expectancy calculator, and a fascinating Java/Oracle Wordpress implementation (driven by the editorial department).

Technologies:

- JAVA
 - Sun / Glassfish
 - WordPress
 - Oracle
 - JQuery / Javascript
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- 2002 - 2009 **eCorp, Inc:** Internet Business Management
- Executive General Manager responsible for all aspects of the business.
 - Managed domain name portfolio of 15,000 names.
 - Managed Search Marketing portfolio in a direct relationship with Yahoo.
 - Startup New Companies, Startup New Businesses, Write Business Plans, Raise Venture Capital, Manage team of 2 local developers and 15 overseas developers. Projects include: www.AdRing.com a private label internet advertising ad center for web publishers, www.SearchCenter.com a next-generation *search* advertising plug-in, www.DSL.com a consumer website for internet service, www.HandyMan.com consumer website for home-improvement.
- 2000 – 2002 **WAM Systems:** Software Sales
- Midwest Sales Manager
 - Responsible for sales development for million dollar supply chain planning bolt-on for SAP
 - Worked with multi-billion dollar multi-nationals including BP, Amoco, Chevron...
- 1998 – 2000 **Datahorse International:** SAP implementation partner and IT staffing.
- Midwest Sales Manager
 - Handled new sales and existing Chicago and Fortune companies including Kraft Foods, Motorola, Molex, Tate and Lyle
- 1996 – 1998 **Mountain Graphix:** Industrial Product Decorating Sales
- National sales rep—created sales model and collateral
 - Handled all key / national accounts
 - Technical sales director--Oversaw technical sales aspects of all accounts
 - Oversaw research and development
- 1987 - 1996 **Mark-It Company:** Industrial Product Decorating Sales
- National sales rep.
 - Hired to this small printing company right out of school. Doubled company's sales in 2 years and became the top performer every year thereafter.
- Education:**
- 1985-1988 **Columbia College:** BA—Music Composition
- Personal:**
- Married, 3 children (21, 19, 17)
 - Park District Board Member
- Hobbies:
- Chess, computers, audiophile, photography, sailing, and vintage Honda motorcycles