JEFFREY ABBOTT

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PROFESSIONAL SUMMARY

A leader of software engineering, highly experienced in the analysis, design, and development of cost-effective, high-performance enterprise technology solutions. A highly accomplished team-builder with extensive technology and business innovations with the fields of software development, manufacturing, business and marketing. Currently pioneering the field of Marketing Systems Engineering by merging the fields of systems engineering, software integration, and applied machine learning within the marketing space.

AREAS OF EXPERTISE

• New software product development	• Software development lifecycle methodology
• Improving business and systems processes	• Multi/cross-functional team leadership
• Software integration; interfaces; conversions	• Highly effective technical and business writing
• Systems enhancement; systems testing	• Strategic technical and business planning
• Process engineering and implementation	• Digital marketing strategies, tactics, and analytics

TECHNOLOGIES AND TOOLS

Operating Systems:	Windows / Unix / OSX (Mac)
Databases:	DB2 UDB / Oracle / MySQL / MS-SQL/ SQL
Development Tools:	Android Studio / WebStorm / PHP Storm / PyCharm / Sublime / Eclipse Java and CDT(C++) / IBM Rational Suite / SVN / Git / Microsoft Visual Studio / Xcode
Frameworks and Libraries:	WordPress / Laravel / Geospatial GeoTools GeoServer / Symfony framework / Node.JS / jQuery
Programming Languages:	Python / PHP / Java / JavaScript / HTML5 / CSS3 / Objective-C
Email Platforms	MailChimp / Constant Contact / MyEmma
Testing Tools	Selenium Testing / LamdaTest / Email on Acid
Metrics and Analytics Tracking	Google Analytics / Google Tag Manager / Facebook Pixel / Plivo as tracking phone numbers

PROFESSIONAL EXPERIENCE

SPIRO & ASSOCIATES, Fort Myers, Florida   **2016-Present**
Digital Manager / Senior Web Developer - Software Engineer **https://spiroandassociates.com**
Promoted to the head of the web department after four months. Created a multi-disciplined team and revamped the department to cover all aspects of digital marketing. Instituted a framework for continuous improvement and process feedback. Changes implemented increased number of websites launched by over 233%.

- Implemented a formal and standardized website development process. This process includes an on-boarding checklist and questionnaire, standardized metric and analytics framework, created a standardized WordPress theme and plugins, optimization/SEO and an installation checklist. These changes reduced development time from 3 weeks to 2 weeks and eliminated 85% of all re-work.
- Implemented an email / eblast development process, including a standardized email design framework, instituted a single email platform and multiple client testing process, created a process for email list "scrubbing", and acquired vendors for prospect email list procurement. These changes resulted in coding time reduction of 73%, and increased open rates.
- Created a formal existing website analysis processes to include industry standard performance report, an information architecture analysis framework, and instituted the use of SEO keyword analysis tool. These processes act both as selling tool and as information to estimation efforts.
- Created integrated digital campaign strategies by working with other departments to maximize client marketing efforts and increase agency revenue through better audience targeting and tracking.
- Added additional revenue generators, including hosting, maintenance packages, search engine optimization (SEO) analysis / optimization and search engine marketing (SEM) campaign management.
- Instituted documentation of instituted processes and automated 75% of those processes, resulting in a steady reduction of development and production installation time, analytics reporting and website performance reporting.
- Created frameworks and templates for work estimates and digital strategies for marketing action plans.
- Created standardized contract language for website development, website hosting, and website maintenance proposals.

KINETIC THOUGHTS LLC, Cape Coral, Florida   **2009-2016**
Owner/Founder   **https://kineticthoughts.com**
Created a software and technology development company to help businesses pursue opportunities via technology.

- Designed, implemented, and marketed an emergency services PSAP (911 Center) calling application using objective-C and Laravel. Allowed users to call any 911 center in the country.
- Created a proof of concept medical provider, physician endorsed referral system, that generated revenue through a round-robin advertisement system using Laravel, Stripe, Redis, and jQuery.
- Created a proof of concept automobile part double blind auction marketplace using Laravel. Generated revenue for application owners through a fee based system.
- Created revenue stream of over $500/mo for a client by Implementing 3 agricultural based mobile apps using iOS, Android, and phoneGap programming as well as an accompanying support and marketing website.
- Created revenue of over $300/mo for a client by repairing an iOS UFO Tracking mobile app and implementing push notification hosting service.
- Created a proof of concept for a start-up dating company centered around gaming using a patented genetic algorithms.
- Saved an estimated $48,000 through the enhancement and regular maintenance of niche DOT reporting software and website by switching from Authorize.net to Paypal and Stripe.
- Created a lead generation software system for an urban redevelopment agency resulting in $75000 in revenue the first month of launch by providing potential client leads from automatically generated, neighborhood specific redevelopment evaluation reports. This was done by integrating multiple open source technologies, including geocoding, automated PDF document generation, a CMS system and advertising systems for a cost savings of $20000 in 3 man months, while harvesting multiple reuse components.

INTERNATIONAL BUSINESS MACHINES, Multiple Cities and States, USA   **1997-2009**
Technical Lead and Developer / Software Engineer (2006-2009)
Led a cross departmental and international team of 10 members to create the first internal 3D business collaboration space.
- Significantly reduced travel costs for the 300,000 global employees and lead to multiple patents being filed and a personal publication.
- Proved 3d technology could be used in a global enterprise resulting in the Technical Leadership Event (TLE) and the IBM's Academy of Technology (AOT) conferences being held exclusively in the 3d virtual space.

Lead Developer / IT Specialist, Business Technology/CIO office (2002-2006)
Led development on the IBM Thinkplace application on a team with an IT architect to create a global, multi-language web based idea submission/collaboration/association system.
- Designed system architecture with the IT Architect and implementing portions of the application to create significant revenue generation / cost savings in the millions.

Lead Developer / IT Specialist, Marketing Department (2000-2003)
Led development to create web based internal applications
- Implemented a large portion of the application using in house J2EE developed technology identifying significant cost savings to the Marketing department from reduction of man hours.
- Designed and implemented an ad-hoc email/pager system that was packaged into other IBM internal applications, saving development costs amounting to 2040 man hours.

Technical Lead for AKSteel Intranet and Lotus Notes Application Development / IT Specialist (1998-2000)
Led technical and customer facing aspects of the client's corporate intranet.
- Created a web interface to an existing Universal Document Management System, which when placed on the web saved over $10,000 quarterly through eliminated printing costs.
- Created an automated Web-based interface to the mainframe "production reporting", reducing labor hours of production reporting staff by 45 man hours per week.
- Created a Lotus Notes / Domino Web-based Construction Specification database that saved $24000 annually in printing, with implementation completed in one man month.

AKSteel Safety Department Technical Team / IT Specialist (1997-2000)
A customer facing developer working on a team with an IT Architect.
- Created a state of art computerized OSHA Incident tracking system including a statistical component with integration to multiple legacy systems that eliminated costs of continued annual licensing of a 3rd party application and annual cost of 2000 man hours.

EDUCATION

Graduate Certificate in Creativity Studies and Change Leadership
Buffalo State University (SUNY), Buffalo, New York

Masters of Business Administration
Xavier University, Cincinnati, Ohio

Bachelor of Applied Science, Systems Analysis
Associate in Applied Science, Computer Technology
Miami University, Oxford, Ohio