

Philip T. Weinholtz

PROFESSIONAL SUMMARY

- Marketing professional with executive-level experience across a broad range of organizations, including Fortune 500 companies, publicly traded companies, private businesses, universities and non-profit organizations
- Experience in corporate branding implementation, strategy, and marketing
- Social media marketing and strategy experience
- Web/Front End Developer/UX Designer versed in HTML, CSS, PHP, MySQL, Linux and Windows IIS server environments with excellent hands-on experience
- Skills include front end, middle tier and back-end support and development.

TECHNICAL SKILLS

<i>Coding</i>	HTML5, CSS3, ActionScript, PHP, MySQL, XML, JQuery, JavaScript, LAMP, FTP Servers, SDLC, SQL, Microsoft SQL, .ASPX
<i>CMS Systems</i>	Wordpress, Drupal, Joomla, Ning, Additional work within propriety systems for higher education and for-profit organizations, Sharepoint
<i>Design / Development</i>	Illustrator, InDesign, Quark, Final Cut Pro, After Effects, Premiere Pro, iMovie, iDVD, Pro Tools, Audacity, Garage Band, Soundbooth, iTunes, WireTap Pro and Photoshop, Audition
<i>Office Software</i>	Microsoft Office Suite, Communicator, Sales Force, Career Builder, Dice, Monster, Cisco Systems, Routers & Switches, Basic technical troubleshooting and assessments, SAP, SaaS, FieldGlass (SAP), Jobdiva, HR Portals, and Suites, Pardot
<i>Computer Systems</i>	Windows 10, Apple OS X, iPhone, Android OS

PROFESSIONAL EXPERIENCE

Clients Served:

Ward Leonard Electric Co., Thomaston, CT – wardleonard.com

July 2017 - Present

- Current lead developer for WardLeonard.com (WordPress, Divi Builder Plug-in, Weekly Updates, Gravity Forms, Ninja Plug-ins, Custom Pardot/Salesforce Forms)
- Manage Linux Servers - FTP, Plesk, MySQL, FileZilla
- Marketing Automation Development (Pardot/Salesforce) - Inherited preexisting database of 6,582 prospects. Built out and expanded it to 9,413 prospects. Manage email marketing, custom form development, and pdf implementation. Wrote custom automation rules that write into Salesforce to build critical contacts for a team of sales professionals.
- Customizing pre-existing brochures and advertising materials and building out new materials – using Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, InDesign, Premiere, After Effects, Acrobat)
- Promotional videos and documentaries - branded marketing videos and documentaries for training and sales
- UI/UX developer on customer portal web software, utilizing Outsystems Service Studio Development Suite
- Involved in the development and editing of two custom documentaries for Houma, LA, and Houston, TX, facilities to help train and advertise business capacities in these two key locations
- Monitor Google Analytics and Google Adwords accounts for daily web usage reports
- Build out weekly client reports to distribute to the national sales team to encourage sales
- Assisted the marketing director to build out marketing and advertising materials including signage, brochures, branded materials, conference materials and business cards
- Advocate for the Ward Leonard brand on a daily basis both internally and externally.

Technical Skills Used: Salesforce, Pardot (Marketing Automation Suite), WordPress, PHP, MySQL, PHP MyAdmin, Linux, CentOS, Adobe Cloud Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, After Effects, Acrobat, Audition), HTML, HTML5, CSS, CSS3, JavaScript, XML, .htaccess, Divi Builder, Gravity Forms, Ninja Plugins, NotePad++, WinDiff/WinMerge, Windows 10

Full Media Services, LLC / Phil Weinholtz

June 2012 – Present

Marketing/Development/Consulting/Management Professional

<http://www.fullmediaservices.com>

- Seasoned UI/UX code developer with experience working in a team and individual development environments.

- Lead development teams in Agile/Scrum environments as large as 20 and as small as one
- Manage publications for national and international organizations working with domestic vendors and clients to produce both annual and semiannual publications
- Distribution of over 800 books/journals (print and digital) to national and international locations through a variety of networks
- Manage 10+ websites for regional and national clients, including hosting, development and security protocols
- Work with Doctors, Ph.D.'s, M.D.'s, Masters, business owners, and more to enhance their personal and professional brands
- Manage a profitable professional services firm, including maintaining a balance ledger, completing external financial firm audits for accuracy sake and reporting findings out to a five-member board.

TJX Companies, Inc., Marlborough, MA – Solutions Developer II

August 2016 – April 2017

- Supported the management and maintenance of the global TJX, Inc. brand, a publicly traded organization with various stakeholders, through their digital assets and web projects.
- Migration of <http://www.tradesecret.com.au> - Migrated Wordpress site and MySQL database. Personally rewrote the database and portions of PHP, HTML, CSS and JavaScript source code.
- Lead Developer for <http://www.homegoods.com> - Lead developer for Wordpress website and .aspx file system. Assessed business needs and developed and implemented custom code solutions, including customized widgets, homepage, plugins, xml, MySQL, Javascript, CSS3 and HTML5
- Developed custom website for the launch of TK Maxx Australia brand using HTML5, CSS3, Photoshop, iframe forms and Linux Servers. <http://tkmaxx.com.au>
- Managed file systems for core brand websites: <http://marshalls.ca>, <http://homesense.ca>, <http://marshallsonline.com>, <http://tjxstyleplus.ca>, <http://marshalls.ca>, <http://tjxrewards.com> using Windows IIS. Included making occasional adjustments to .config XML files and altering server configurations. Utilized Akamai as a CDN for the localized file system.
- Digital updates and adjustments in Adobe Photoshop to branded content for the websites and digital content.
- Loaded monthly updates to internal SharePoint website to track updates and changes.
- Worked with a team of 10+ development and management professionals to produce content and work on a daily basis to publish nationally and internally on a regular basis.

Technologies Utilized: PHP, MySQL, HTML5, CSS3, ftp server file management, JavaScript, Wordpress, Linux Servers, Windows IIS Server Manager, XML .config file configurations, SDLC, Team Foundational Server (TFS), Visual Studio

iTech Solutions, Inc., Farmington, CT – Account Executive/Account Manager

Oct. 2014 – Oct. 2015

Management Work

- Provided excellent and insightful technical expertise for business partners, using SAP-based software systems to manage accounts.
- Utilized SaaS-based internal systems and CRM to track valuable information to facilitate business decisions.
- Provided technical support, enhancements, and adjustments for the company's website and infrastructure.
- Consulted on 2015 company upgraded website and improvements.
- Provided technical support for users of the SharePoint infrastructure
- Provided support for Fortune 100 accounts with accessibility to clients by remote and onsite support.
- Negotiated excellent salaries, compensation, and benefits for IT professionals.
- Independently managed the national United Health Group/United Health Care/Optum Health accounts and the expansion into four new states: Colorado, California, Arizona, Utah, including eight new consultants total, resulting in \$500,000+ in gross revenue and 100,000 in net revenue upon completion.
- Retained two new revenue-generating clients in Massachusetts and New Haven, CT.

Technical Work

- Project Link: <http://www.itechsolutions.com>
- Aided in client redesign of website and implementation in WordPress, MySQL & PHP
- Reviewed and prepped servers for implementation

- HTML, CSS coding support, and analysis of pages and servers
- Video production and development with Adobe Photoshop, After Effects and Premiere
- Client support in Excel, SAP, RDBMS and SAAS, systems

UConn Health, Farmington, CT – Research Asst./Information Dissemination Coordinator *April 2014 – October 2014*

- Managed content and publishing of two University Health Centers websites:
- Project Link: <http://www.uconnucedd.org> (688 pages)
- Project Link: <http://www.ecpcta.org> (90 pages)
- Implemented HTML5, CSS3, JavaScript, jQuery, Microsoft ASP.Net, IIS and Windows Server technologies. Redesigned logo and collaborated with UConn Health staff and Vice President of Branding (UConn Storrs) to create a compliant branding option approved by the Executive Director and staff of the Center.
- Grew social media campaigns on Twitter, Google+, YouTube, and Facebook.
- Tracked activity on the organizational websites using Google Analytics.

Robert Half International, Inc., Hartford, CT – Staffing Executive

May 2013 – January 2014

- Oversaw the salaried professional service division in the Hartford, New Haven, and Springfield markets.
- Onboarding and off boarding of new and former employees.
- Coordinating HR components of the program
- Working with ADP and benefits providers
- Recruiting top talent into the program
- Tracking talent progress and maintaining client relationships
- Scheduling interviews with potential employees
- Coordinating interview times for employees with clients and negotiating pay and bill rates.
- Participated in regional training and seminars in New York City and Philadelphia
- Created revenue stream of over \$100,000 in first eight months of the program in the Hartford market.

Johnson Weinholtz LLC, West Hartford, CT – Partner, Program Director & Web Developer *June 2010 – January 2013*

- Developed, organized, and facilitated community outreach programs for local organizations, including Southern Connecticut State University, New Haven Housing Authority, and Capital Workforce Partners;
- Secured grant funding for job readiness and training for Diversity and Inclusion seminars, and Social Integration Workshops, for groups of 10 – 75 participants per event.
- Managed business operations including administrative and financial responsibilities and payroll for event staffing.
- Maintained online communication with prospective clients and program participants
- Web development in: HTML, CSS, PHP, XML, FTP servers and cPanel
- Helped to manage individual contracts ranging from \$10,000 - \$50,000 for professional services firm, including paying consultants, vendors, and negotiating contracts and rates.

SPECIFIC CONSULTING & CLIENT EXPERIENCE:

Boston Scientific & Framingham State University (2016)

- Technologies Utilized: PHP, MySQL, HTML5, CSS3, FTP server, Percussion CMS, JavaScript, SDLC
- Professional Development Trainings (Group Trainings 2-8 in size)
- Administrative and Executive level meetings and briefings
- Implementation and direct server updates and upgrades

Susan Spaniol Studios, West Hartford, CT (2010-present)

- Project Link: <http://www.susanspaniolstudios.com>
- Custom PHP website development on WordPress CMS website
- Custom forms and page structuring to integrate seamlessly with her images/artwork

Journal of Holistic Health, Bloomfield, CT (2012-present)

- Project Link: <http://www.journalofholistichealth.com>

- Custom PHP website development on WordPress CMS website
- Video production using: Adobe Photoshop, After Effects and Premiere
- Custom: HTML, CSS, PHP and MySQL development

Pentimento Designs LLC, Suffield, CT (2012-present)

- Project Link: <http://www.pentimentooflowers.com>
- HTML5, CSS3, JQUERY, AJAX, Bootstrap, Photoshop
- Proposed and implemented client design and strategies for sales increases

Activate Learning (Sangari Active Science), Greenwich, CT (2014-2015)

- Project Link: <http://www.activatelearning.com/>
- Worked on PHP coded pages to update their internal servers and pages
- Integrated PHP and MySQL documents and did data pulls/analysis
- Redesigned educational portal based on bootstrap, WordPress, PHP, MySQL system

Ceceilyn Miller Institute for Leadership and Diversity, Clifton, NJ

June 2011 – July 2013

Web Consultant - Part Time

- Project Link: <http://themillerinstitute.com/>
- 2011-2013 implemented website updates, including PHP forms and PHP webpages
- Included cleaning PHP code and making more efficient code implementation

Freelance Software/Web/Business Development, Windsor, CT

January 2005 – June 2010

Web Developer & Software Developer

- Clients Served: The University of Hartford, University High School of Science and Engineering, Hartford Community Center, Inc, Integrative Counseling Services, Inc., End Results DMC, William Taylor MD
- Managing and supporting clients on a daily basis
- Web development in: HTML, CSS, PHP, XML, FTP servers and cPanel
- Linux Server environments for hosting and supporting client projects
- Microsoft/Windows and Apple OS

SAMPLE PROJECTS

- <http://davidearljones.com>
- <http://www.wardleonard.com>
- <https://www.fullmediaservices.com>

TEACHING EXPERIENCE

Capital Community College, Hartford, CT – Visiting Lecturer, Computer Science Dept.

January 2015 – June 2016

- Supervised a class of adult students and trained them to code in a variety of environments
- Worked both on and off-site to coordinate projects and assignments
- Graded content and materials on a weekly basis and completed assignments in a state-run system.
- Courses taught include: (1) *Fundamentals of Internet Programming: CST 258* (Topics: Php, MySQL, database development, FTP and server management); (2) *Web Graphics: CSA 220* (Topics: Adobe creative suite, WordPress, Drupal, Joomla, html5, css3); and (3) *Scripting Language with JavaScript: CST 200* (Topics: Fundamentals of JavaScript)

EDUCATION

Master's Degree in Communication

University of Hartford

Degree Completion Date: May 2012

Bachelor's Degree in Media Arts & Minor in Visual Communication Design

University of Hartford

Degree Completion Date: May 2008