

Kevin Davis

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Hands-on technology leader and full stack PHP developer with extensive experience building, maintaining, and expanding platforms for digital marketing and e-commerce applications. Experience includes multiple startups.

EXPERIENCE

Technical Lead/Consultant - LinkVehicle - Stratford, CT 2010 - present

Co-founded firm building a digital marketing platform that helps marketing firms match advertisers with publishers across digital channels.

- Independently developed first two versions of the platform as sole engineer and led hiring of a development team in 2012.
- Led development of four platform iterations and its portals in PHP, CodeIgniter, and MySQL served on Debian slices in AWS and Rackspace Cloud. Implemented and supported a massive set of features with numerous vendor and non-vendor APIs, including AWS, Tune/HasOffers, Alexa, Rackspace, PayPal, Google, Facebook, Twitter, Salesforce, BKA, Textbroker, MOZ, CloudFlare, Majestic SEO, and Neustar.
- Leveraged emerging cloud technologies to increase scaling capabilities at reduced costs.
- Led all decisions on technology selection and procurement.

Tech: PHP, CodeIgniter, MySQL, Debian/Ubuntu Linux, MongoDB, AWS, Mandrill, PCI Compliance

Lead Developer, MapleWing - Brooklyn, NY 2009 - 2010

MapleWing developed and maintained ecommerce systems for clients using the Microsoft stack.

- Lead developer for backend features for multiple client ecommerce platforms and point of sale integrations with third-party ecommerce products. Leveraged ASP.NET, C#, VB, MS SQL Server, and Windows Server 2003.
- Developed filters and sanitizers for Google Shopping RSS feeds.
- Developed and maintained features for Windows XP point of sale systems.

Tech: ASP.NET, C#, VB, MSSQL, IIS, Windows Server

Engineer, Interwoven - New York, NY 2007 - 2009

Interwoven was a leading provider of B2B SaaS solutions for clients including Chase, Bank of America, Priceline.com, QVC, and LLBean.

- Oversaw multivariate and A/B optimization tests for client web funnels using the Optimost platform. Developed documents, checklists, and QA processes to ensure analytic integrity and design of tests were valid.
- Worked with our Solutions Engineers to develop technical workarounds for variable and often esoteric client demands.

Tech: A/B and Multivariate Testing, Virtualization, JavaScript, Smarty, Optimost

Developer, Reflexions Data - New York, NY 1999 - 2004, 2006 - 2007

Reflexions Data specialized in developing web platforms for clients in ecommerce, digital marketing, travel, and lobbying.

- Planned, led teams, and executed development of complex web platforms for clients that included The Shade Store, Hearst Publishing, and The Carnegie Foundation using PHP, MySQL, and Smarty.
- Contributed features to Reflexions proprietary PHP framework.
- Wrote sales proposals and in-house technical documentation.

Tech: PHP, MySQL, Ubuntu, Smarty, HIPAA Compliance

Project Assistant, COWS - Madison, WI 2005 - 2006

COWS is a thinktank focused on issues pertaining to the State of Wisconsin.

- Unified vendor APIs and legacy code from the UW Meteorology Department into a single platform utilizing AJAX, ASP.NET, Ruby on Rails, PostgreSQL on Windows Server 2003 and Linux. Made extensive use of AJAX and RESTful web services

Tech: Ruby on Rails, ASP.NET, IIS, Postgresql, Fedora

SKILLS

Expert In: PHP, SQL(MySQL, MSSQL and PostgreSQL), Linux (Debian, Ubuntu, and Fedora/Red Hat), CodeIgniter, SEO, A/B and Multivariate Optimization Testing, Affiliate Marketing, SOAP/REST Web Services

Experienced In: Javascript, AWS, Smarty, Apache, Virtualization (Virtualbox, QEMU, and VMWare), MongoDB, HIPAA Compliance, PCI Compliance, CloudFlare, Computer and Network Security, Ruby on Rails, ASP.NET, C#, Visual Basic, Windows Server

EDUCATION

PhD (incomplete), Asian Language and Cultures, University of Wisconsin - Madison, WI

MA Indian Religions, University of London - London, UK

