

Ann Pallo

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INTRODUCTION

Hi! I'm Ann and I have been working professionally in development for over 15 years, and managing teams, departments, and my own company for 10. I am an expert in web site and application lifecycle, management, and development specializing in a PHP/LAMP environment. I am a seasoned and knowledgeable professional who is very active in the development community. I'd love to discuss how I can help your company grow!

TECHNICAL SUMMARY

Development Related - PHP, XML, XHTML, HTML5, AJAX, CSS, JavaScript, JQuery, ASP, VB Script, SQL, Object Oriented Programming, LAMP Platform Development, Web Services, SOAP, Dreamweaver, Rich Media, Cross-Browser and Cross-Platform Compatibility, Search Engine Optimization, Database Creation and Administration, Data Analysis, MySQL, MSSQL, Oracle, PostgreSQL, Zend, CodeIgniter, CakePHP, PHPMyAdmin, Facebook & MySpace Application Development; Facebook Markup Language - FBML, Facebook API, Agile Development, SCRUM

Software Related - Adobe Premiere, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Fireworks, Flex Builder, User Interface Design, Graphic Design, Ad Design, Print Design, Web Design, Microsoft Office, Windows OS Administration, Windows Server 2003, Macintosh OS X, OS X Server, Linux, Unix, Subversion, CVS, Version Control, Apache, XAMPP, Microsoft Access, PowerPoint, Visio, MP3 technology, Midi, Audio Creation and Manipulation, Photo/Video Editing, Pivotal Tracker, Zend Studio, Eclipse, Dreamweaver

EXPERIENCE

Android Interactive, LLC

Owner/CTO | 3/2010 – Present | <http://www.android.net>

- Worked with **Coca-Cola Bottlers Association** to fully plan, manage, and develop a new website from start to finish. Managed a team to create site & CMS.
- Worked with **Blue Cross Blue Shield** of Florida to develop a full social media campaign and helped with marketing and LAMP driven product based applications.
- Worked with RazorFish and **Delta** to help develop content for delta.com and build LAMP based Facebook applications. Working with **AT&T** to develop software automation for their new monitoring system using Object Oriented Javascript in a Java Environment.
- Developed the Facebook Page for **Mercedes AMG**, including the Vehicles interactive application and the SLSR reveal tabs
- Worked with IRIS NYC to build multiple interactive LAMP Facebook applications for clients like **Nautica**, **Rimmel**, and **Beyonce**. Built out Front & Back End.
- Worked with Engauge to build an Interactive Meal and Event Planner Facebook Application for **Marie Callendars**
- Worked with Razorfish to build **Blackberry's** Interactive Website **Blackberry.com** using HTML5, CSS, JavaScript, and JQuery
- Worked with CP+B to build Pizza Holdouts for **Dominos Pizza**. Used PHP, MySQL, and the Facebook API in Codeigniter. Was the sole developer on the project.
- Worked with **Crispin, Porter + Bogusky** to develop new interactive portal social media website **cpbgroup.com** using CakePHP, XHTML, CSS, Ajax, and JQuery. Primarily responsible for front-end development for site
- Worked with **Electronic Arts/EA Games** as Lead Developer to develop a **web based product** for EA games and social community **Rupture.com** in PHP on a Linux/Apache server using Subversion, along with MySQL and Oracle databases, API technologies using CodeIgniter, Zend Frameworks. Managed several developers using SCRUM techniques as the SCRUM master, manage project tasks, time line, project flow, sprints, and progress. Managed all app documentation and QA.
- Worked with BKV as Front End Developer for **AT&T Wireless** front-end development of micro sites specializing in cross-browser compatibility.
- Worked as Sr. UI Engineer to build Facebook and social media applications for high profile clients like **Proctor & Gamble**, **Warner Bros**, **Best Buy**, and **McDonalds**, used XHTML, FBML, CSS, Flex and JavaScript.
- Worked with **Turner Sports** as Sr. Developer on a large team to update and maintain Turner Sports network of sites, primarily **PGATour.com**, using their own custom XML based tag language, PHP, XML, XHTML, JavaScript/JQuery, and CSS.
- Worked with Saatchi & Saatchi and Team One as Sr. Front End Developer using XHTML, CSS, JavaScript for sites like **Lexus.com**, **RitzCarlton.com**. Did Front End and PHP Back End development for **Flexjet.com**, custom Intranet.

EXPERIENCE

22Squared formerly WestWayne

Director of Development | 5/2006 – 8/2009 | <http://www.22squared.com>

- Worked directly with high profile clients like **Toyota, Florida's Natural, Buffalo Wild Wings, Marriott** and **Publix**.
- Used PHP to develop complex web applications. Created a fully custom CMS, and worked with open source CMS tools.
- Used extensive XHTML, CSS, and JavaScript to layout micro and splash sites with complex page designs.
- Worked with other departments of the agency and represent interactive development in all projects. Do extensive research and planning for each project.
- Planned all technical aspects of an interactive project from server setup, information architecture, and development.
- Planned file architecture, information architecture, and site structure on large sites. Managed project & built a large sales application for Toyota.
- Worked with a large creative department to integrate complex creative designs into applications and web sites.
- Managed workflow, workload, tasks, and assignment of projects within Interactive Development. Hire and manage employees to arrange work completion.
- Worked with developers to implement testing and QA, implement access and version control using SubVersion
- Developed wireframes and development timeline for high profile CBS Sports papervision application.
- Worked on the redesign, code upgrade and optimization of www.buffalowildwings.com using PHP, AMFPHP, XML, and Actionscript 3.

Vein Media

Head of Development | 2/1997 – 3/2001, 2/2003 - 5/2006 | <http://www.vein.net>

- Designed highly graphical websites for large corporations such as **Coca-Cola, NHL**, and **NHRA**.
- Worked directly with the client to produce web designs and applications to fit the needs of the project
- Created intensive PHP, Coldfusion, and ASP applications for clients including but not limited to portals, customer access and management, advertising and affiliate systems, and intensive forms and surveys. Used frameworks such as Zend to complete projects.
- Worked with **CRANE Nuclear** and Used ASP, Cold Fusion, HTML, JavaScript, Cascading Style Sheets (CSS), Photoshop, and Illustrator to implement new web site for CRANE VSBU websites, on line marketing and search engine optimization. Created a complex database driven company Intranet with many portal and administration features using ASP, JavaScript for a Win2K Server, Created web applications in ASP for marketing and other departments of company.
- Gained aspect knowledge of workplace processes by completing the 5S/Kaizen/Six Sigma and Lean Manufacturing courses and gained essential management and organizational skills applicable to all industries.

EyeWonder

Senior Ad Developer | 3/2001 – 2/2003 | <http://www.eyewonder.com>

- Interfaced with agencies and advertisers like **Coca-Cola, Audi, Nintendo, Chevrolet, General Motors, Digitas, True North**, and **Zentropy** on a daily basis.
- Developed Ads and Applications for extremely high load capacity for high traffic sites such as **Yahoo!**
- Designed and created rich media ads, site content, and e-mails with streaming video for EyeWonder's clients using HTML, CSS, Javascript. Designed current logo.
- Provided QA for EyeWonder's core products (EyeStudio and EyeEncoder) and other team members' work.
- Trained new employees in EyeStudio and EyeEncoder, capturing videos, and completing campaigns.
- Designed and created graphics for online ads and content with Adobe Photoshop and Illustrator. Used Premiere to capture video from tape to an AVI file.
- Edited video and audio using Adobe Premiere and Cool Edit Pro to prepare the video for encoding.

CMGi Solutions

Web Developer | 12/2000 – 4/2001 (Contract) |

- Developed for high-profile clients like **barnesandnoble.com** and **columbiahouse.com**, IA for websites **wtop.com** and **q101.com**
- Worked on a team of professional web developers and project managers in a fast-paced environment.
- Provided cross-browser and cross-platform QA for team members' work and used languages such as HTML, XHTML, DHTML, JavaScript, CSS, ASP, and XML to create portals, web pages, and interactive sites. Developed graphics and page layouts using Photoshop and Illustrator.

Intuit formerly Digital Insight

Web Author | 9/1998 – 12/2000 | <http://ifs.intuit.com>

- Designed, created, and edited ASP pages and VB Script for banking web applications, edited HTML, JavaScript, include files, ASP and graphics, using HomeSite, Interdev and Pivotal. Edited and created graphics for web applications with Adobe Photoshop.
- Interfaced with customers for web application design changes and requirements.
- Worked with production manager to re-design bank web applications to meet customer deadlines.
- Trained new hires in Pivotal, HomeSite, and Interdev, as well as creating ASP-based applications.
- Was promoted to Assistant Manager of Web Maintenance after my transfer with department to Athens, GA