BRENT PRUITT

bpruitt @ encipherdesign.com
encipherdesign.com

EXPERIENCE

▫ Write extensible, secure and tested code for Coldfusion or PHP applications and frameworks, & relational database schema

▫ Design and create adaptive & intuitive user interfaces [UI] applying best practices with an emphasis on accessibility

▫ Enhance content management systems through custom plugin and API development and web service integrations

▫ Optimize & monitor Coldfusion application performance, manage data sources and resource mappings

▫ Collaborate within teams using SDLC methodologies such as Agile, SCRUM, Iterative, or Waterfall

▫ Improve customer retention and online revenue through the facilitation of user interaction, personalization and streamlined business processes

▫ Evaluate market research and business goals to devise tailored strategies to strengthen customer relations, expand brand outreach, and resolve communication barriers

▫ Communicate project requirements and objectives, bridging terminology gaps between specialized and non-technical staff, vendors and responsible parties

▫ Manage departmental activities, resources and personnel during all phases of project implementation

▫ Document code, brand guidelines and business processes to streamline services to simplify development, design and administrative tasks

▫ Empower staff and clients through training & support in the use of web-based and desktop applications, as well as standards for content creation

WORK HISTORY

Consultant, Developer, Designer, Encipher Design Studio, 1996 - Present
Design and implement websites and business collateral; advise on marketing and site content strategies

Developer, Tripwire, 2008 - 2017
Coldfusion and user interface [UI] developer for the primary company website, ancillary product sites and blog

Web Specialist, Portland Art Museum, 2006 - 2008
Strategist for online engagement and marketing; web designer, Coldfusion and UI developer for the museum's websites

Web Survey Specialist, The Coca-Cola Company, 2005 - 2006
Responsible for development of conference registration and quality assurance survey websites for internal clients

PROGRAMMING/SOFTWARE

▫ Utilize a wide variety of tools, industry standard software and programming languages to successfully plan, create and accomplish vital tasks for business development

  ▫ Adobe Creative Suite; Office Suites; Eclipse, CodeKit;

  ▫ ColdFusion, PHP; HTML/CSS; Javascript, jQuery, Bootstrap; AJAX / REST / APIs;

  ▫ Relational database queries and support for MySQL / MariaDB, MSSQL; XML / XSL, JSON

  ▫ Content management systems; Mura, WordPress; Woocommerce, Stripe & PayPal integrations

  ▫ Automation, testing, issue tracking, file management; Git, SVN, Jenkins, VersionOne, Jira, Asana, Slack, Selenium, Litmus

  ▫ Integrations for web-based tools for email marketing automation; learning management systems; survey and quality assurance solutions, web analytics; A/B content testing & social sharing scripts;

  ▫ SDLC, Agile, SCRUM, Iterative, Waterfall;

  ▫ Host platforms, Apache, Linux, Windows, MacOS

EDUCATION

Antioch College in Yellow Springs, Ohio
Communications/Sociology, 1992 - 1996

AWARDS

Eloqua Markie Award for Excellence in Marketing
for advanced campaign personalization and profiling techniques presented to Tripwire, Inc. in 2010

PAST FREELANCE AND AGENCY CLIENTS

Ecos Consulting, UPS, BellSouth, Delta, Philips, McKesson, Kaiser, Emory University, Rollins School of Public Health, Marketing Solutions, Brick House Design, Hart Interiors, Georgia Summit, Horizon Theatre Company, Woodruff Arts Center, Atlanta Gas Light Resources, Human Rights Campaign, Atlanta Alliance for Developmental Disabilities

ONLINE

Behance	behance.com/brentpruitt
Github	github.com/encipherdesign
LinkedIn	linkedin.com/brentpruitt