

# Serge Moreau

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## Objective

- Advanced full stack developer with 11 years of expertise in developing, designing, structuring, and implementing websites. Extensive experience building various types of Content Management Systems (CMS) driven websites incorporating HTML5, SASS, CSS3, JavaScript, React, and various web scripting technologies, web standards as well as a skillset in project management. Provide a diverse range of services. Innovative use of technology and SEO to drive traffic and engage users. Ability to complete projects efficiently and satisfy organizational leadership with attractive, user-friendly websites.

## Education

### **BACHELOR | MAY-2006 | CITY COLLEGE OF NY**

- Major: Bachelor of Fine Arts
- Minor: Photography
- Related coursework: Concentration in Graphic Design.

### **CERTIFICATE | DEC-2016 | GENERAL ASSEMBLY**

- Focus: Back End Web Development
- Related coursework: Ruby on Rails

## Skills & Abilities

### **PROGRAMMING LANGUAGES**

- HTML, CSS, JavaScript, jQuery, PHP, WordPress, Ruby, Ruby on Rails, Git, Gitflow

### **Platforms**

Solidus, AWS, Dynamic Yield, Tealium, cPanel, Blue Host, Docker, Shopify, Google Analytics, Contentful, sanity.io, Gatsby

### **GRAPHIC DESIGN**

- Sketch, Illustrator, Photoshop, InDesign, Invision, Invision Studio, Figma, Adobe XD.

### **PROJECT MANAGMENT**

- Trello, Asana, Smartsheets, Jira/Confluence, Notion, Evernote.

Able to create project timelines and provide continuous updates of project status. Strong determination to adhere to project timelines and provide ample notification when there are potential issues with timeline

### **COMMUNICATION**

- Strong Communication skills I have the ability to explain technical details to non-technical people.

### **LEADERSHIP**

- Managed several offsite development teams. I created workflow processes which allowed for agile development.

### **SENIOR DEVELOPER | TOMMY JOHN | APRIL 2017**

- Latest achievement: Migration over to Shopify. Responsible for third-party integrations with the Shopify platform.
- Implemented Jira / Confluence for the organization so that we could track tasks and documentation.
- Migrated from Monitrate over to Dynamic Yield.
- Setup Tealium implementation in the organization
- Responsible for the building of several initiatives for Dynamic Yield for the merchandising department.
- Implemented the initial instance of Nextopia onto our site.
- Continuously working on the website tommyjohn.com via the direction of leadership.
- Management of AWS Console (Route53, Cloudfront, S3, Lightsail, and EC2)
- Worked with Contentful, React, webpack, ruby-on-rails, Docker, and MySQL tech stack prior to the migration.

### **WEB DEVELOPER | INTEGRAL AD SCIENCE | JULY 2016 - MARCH 2017**

- Oversaw the relaunch of the Integral Ad Science website. Currently managing the development and standardization of translations of the site for other regions. Daily involvement with Git, PHP, Advance Custom Fields (ACF), Sass, and WordPress
- Directed the launch of the integral Ad Science Website
- Refactored code to be utilized in WordPress
- Setup website so that it could be translated (poEdit, text domain conditional statements)
- Setup Git workflow process so that several tickets could be worked on at the same time

### **CREATIVE DIRECTOR | ADVANTAGECARE PHYSICIANS | DEC-2008-JULY-2016**

- Oversee all graphic design for corporate initiatives and for 36 medical offices under the ACP banner. Web development and management (front-end; back-end) Created Corporate Intranet to improve corporate communication and centralized information hub; repository for physician educational information and corporate policies, procedures and forms
- Built 3 custom intranets using several different technologies (Drupal, WordPress, Sitefinity)
- Involved with the Relaunch and management of several different websites (qlimg.com, preferredhealthpartners.com, mpg.com, SI-IP.com, acpny.com)
- Design all marketing collaborative materials including brochures, advertisements, annual reports, patient information, banners, and flyers
- New Media Specialist – initiated advertising on social networking sites Twitter, Facebook, LinkedIn, YouTube, e-newsletters and webmail blasts
- Search Engine Optimization (SEO) and QR code management and development
- Developed marketing research criteria and web based analytics to track and oversee patient-lead generation campaigns; and user trends for optimum usability
- Brand management to ensure consistency of corporate brand guidelines across all platforms
- Project manager for numerous print campaigns including overarching Branding Campaign; Electronic Medical Records Campaign; V11 electronic Medical Records Upgrade Campaign- Meaningful Use; Physician Web-database catalogue; and National Committee for Quality Assurance (NCQA) – Patient-Centered Medical Home.

### **WEB DEVELOPER | NEWYORKDRESS.COM | AUG-2008-DECEMBER-2008**

- Worked on ecommerce website. Created a workflow to migrate products from excel to custom CMS using PHP.

### **COMPUTER RESOURCE CENTER | NYC PARKS AND RECREATION | SEP-2006-AUG-2008**

- Managed computer center and maintained scheduling for the resource room. Educated adults in the Parks Opportunity Program (POP) in computer literacy. Educated teens on media literacy through various mediums e.g.: Photoshop, Illustrator, InDesign, iMovie, and Final Cut Pro. Basic upkeep of computer room: installed software, updates and introduced new software.

## **SITES I HAVE WORKED ON AND DEVELOPED**

Integralads.com(us,uk,jp,fr)

Innovatorx.us

Acpny.com

Peterjhoan.com

ImmortalMuscle.com

Ketogenic.com

DavidGootnick.com

AyannaIrish.com

JackieRogers.com