Allen Moore

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PROFESSIONAL PROFILE

Versatile IT professional formerly charged with all aspects of IT development and support for small specialty marketing firm with recent BS in Software Development. Proficient in both front-end web-based UI and back-end coding. Excellent communication skills with internal and external partners, and clients. Accustomed to successfully working remote.

INFORMATION TECHNOLOGY COMPETENCIES

Systems: Windows PC, Mac OSX, Linux, and iOS
Databases: MySQL, Relational Databases
Languages: SQL, HTML, CSS, PHP, JavaScript, Java
Software: Microsoft 365, Adobe Creative Cloud, WordPress

CERTIFICATIONS

- CompTIA A+
- ITIL 4 Foundation
- CompTIA Project+

PROFESSIONAL EXPERIENCE

Web Application Developer / Database Administrator
Impact Results, llc *impactforless.com* | Tucson, AZ   July 2012 – present
Impact Results provides a variety of online, direct mail and email marketing products to automobile dealers and other service-related businesses.

- Coordinated efforts between clients and internal sales team in order to develop bespoke marketing tools such as cloud-based CRM call center tool for automobile dealers to use scheduling vehicle recall campaigns as well as scheduled maintenance appointments, increasing average service visits per year.
- Developed SMS/MMS messaging solution for luxury automobile dealership in order to improve customer returns for vehicle services which had previously been declined.
- Updated large internal legacy code base from PHP5 to PHP7 and PHP8.
- Developed Customer Loyalty Rewards websites for numerous clients using Bootstrap, PHP, and MySQL.
- Developed CRM product utilized by clients including Call Center agent scripts as well as contact tools utilizing third-party SMS messaging API.
- Developed in-house email marketing application for scheduled recurring and on-demand email correspondence, including contact list management utilizing bounced email processing and user unsubscribe mechanisms.
- Improved email marketing deliverability with in-house system that was more effective at avoiding SPAM classification than a commercially available API solution.
- Designed software to generate proximity-based marketing campaigns for nationwide residential HVAC and Solar contractor client.
- Automated database update processes via PHP and Linux Cron scripts to retrieve, unzip, unencrypt, validate, and import large volume of transactional data from aggregated data provider.
- Oversee client technical coordination for email campaigns regarding SPF, DKIM and DMARC setup.
- Technical contact for inbound customer data stream via third-party aggregator providers.
- In-house MySQL database administrator.

EDUCATION

Bachelor of Science in Software Development   June 2023
Western Governors University | Salt Lake City, UT