
ADAM GUMM

CAREER OBJECTIVE

To obtain a fast-paced, collaborative and results-driven senior developer position where I can utilize my technical expertise, passion for custom coding and love of digital marketing.

FORMAL EDUCATION

PURDUE UNIVERSITY, WEST LAFAYETTE, IN
BACHELOR OF ARTS, 2009

MAJOR – PSYCHOLOGY

MINOR – COMPUTER INFORMATION TECHNOLOGY

ACHIEVEMENTS & HIGHLIGHTED SKILLS

CREATIVE: Experience working with paid advertising, AdWords, Yelp, hashtag campaigns, Certified Hubspot Inbound Marketing, SEO, SEM, YouTube content creation, Snapchat, Pinterest, Etsy, Hootsuite, Zapier, IFTTT, Wordpress and Canva.

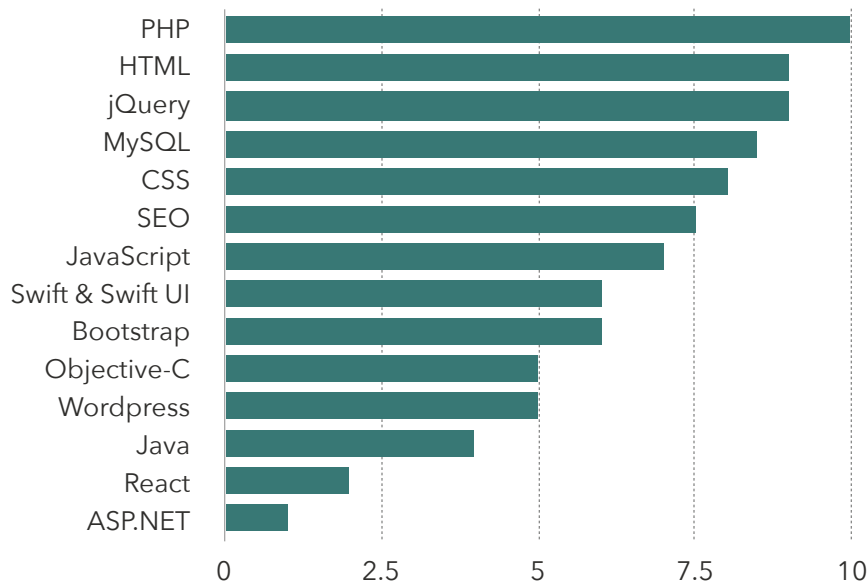
NERDY DETAILS: 18+ years working with PHP, HTML, CSS, Javascript, jQuery, REST APIs, AJAX, JSON, MySQL, Bootstrap and Canon Camera Systems. Additional experience with Wordpress ACF, React, eCommerce platforms, Symfony, Slim, Linux, Apache Servers, Java, Objective-C/C++, Swift, Visual C#, SpriteKit, FileMaker Pro, Laravel, Git, SourceTree, and Mobile Application Development.

SOFTWARE PLATFORMS: Experience with Adobe Creative Suite, Bootstrap, MailChimp, Google Business, Google Analytics, Google Suite, Microsoft Office, Xcode, Android SDK, Final Cut Pro, Facebook Manager, TweetDeck, Mobile Game Design, Affinity Photo and Shopify.

EXTRA: iOS App Development Experience since 2014. Mobile Game Development Experience. Android App Development & Google Play Store Experience. Knowledge of ChatGPT API & LLM Prompt Crafting.

Working knowledge of Machine Learning, *Alexa Skills*, Salesforce, and Lotus Notes.

SKILLSET VISUAL



PROFESSIONAL EXPERIENCE

WILLOW MARKETING; INDIANAPOLIS, IN (REMOTE)

+ SENIOR WEB & APP DEVELOPER – JUNE 2021::JULY 2024

- Built multiple custom iOS Apps (internal use & App Store) using Swift 5.9, Swift UI accompanied by custom-coded APIs with custom-built Web Dashboards using bootstrap 4.x, object-oriented PHP (7.1+), MySQL, CSS 3, HTML 5 and jQuery 3.x.
 - Worked directly with clients & freelance designers. Apps utilized custom APIs and native iOS technologies such as push notifications, maps & location, local storage, etc.
- Managed Developer Team – mentored and trained junior developers and project managers across mobile app and web development projects using both waterfall and agile project management principles.
- Developer Training – conducted weekly cross-coding & training sessions and crafted custom training projects to increase dev knowledge-base, skillsets and professional development.
- Took lead development role in building large-scale custom dashboard – 20-month development time. Built custom object-oriented (PHP 7.1+) framework for dashboard with Mandrill integration & 12+ CRUD modules (custom JavaScript, jQuery & Plugins).
 - Webflow front-end development utilized. HIPAA compliant server. Custom Forms Builder with PDF Generator (fPDF framework).
- Created custom, centralized, client-nonspecific, platform-agnostic jQuery framework for “Smart Landing Page” software product.
 - The framework logs user activity (e.g. CTA Click, time-on-page), while considering the source of the visit, and uses a custom algorithm to find “winning” combinations by updating images, headings and paragraph content to increase click through rates.
- Authored multiple project proposals and statements of work for full website builds, website platform transitions, website updates and mobile application builds.
- Created and managed several custom internal web tools for project planning and management using Object Oriented PHP (7.1+), MySQL, jQuery.
- Built dozens of websites, web pages and landing pages using Wordpress, Webflow, HTML 5, O.O. PHP (7.1 - 8.1), CSS 3, jQuery 3.x and Wordpress 6.x.
- Led multiple client meetings for project research, business results identification, project functionality requirements and UI/UX specifications.
- Spearheaded deployment of new tech-stack involving Webflow, custom APIs (object-oriented PHP 7.1+) & Segment.
- Led implementation of agency-wide AI tools (LLM, et al.) adoption, policy, usage and training.
- Modified and updated dozens of websites on a wide variety of tech-stacks – Higher Logic, Drupal, Wordpress, Webflow, etc.

AGENCYAMG; COLUMBUS, OH

+ SOFTWARE DEVELOPER – MAY 2020::JUNE 2021

- Built SaaS solutions (e.g. CRMs) for small businesses and entrepreneurs in the Columbus area. Core technologies used include object-oriented PHP, HTML 5, CSS 3, Javascript, jQuery, and Bootstrap.
- Worked with professionals in the photography, real estate and floral-based industries to create web-based e-commerce solutions and dashboard systems to manage business and sales logistics.
- Created comprehensive digital marketing strategies, utilizing time-synced omni-channel content marketing and distribution for YouTube, Instagram, e-mail, text messaging, Facebook, X, mobile push notifications and dynamic website content.

COUNCIL OF DEVELOPMENT FINANCE AGENCIES; COLUMBUS, OH

+ MANAGER, MARKETING & COMMUNICATIONS – JANUARY 2020::MAY 2020

- In addition to maintaining all tasks from my Coordinator level, I implemented a “Creative Space”, with an inspirational touch, where I lead team discussions about leadership, our mission, our “why” and marketing strategies.
- Continuing to thrive in our fast-paced, start-up mentality culture, I created the CDFA Studio: a multimedia studio to host live events on Twitter and GoToWebinar as well as record new episodes of CDFA TV to further brand reach and create/repurpose even more content.
- Hosted leadership activities during all-staff meetings focusing on actionable items department heads can take to build a positive and engaging company culture.
- Manage brand usage, strategy and integrity of all departments and projects.
- Manage comprehensive pre- and post-marketing efforts of all departments’ webinars, web courses and events.

+ COORDINATOR, MARKETING & COMMUNICATIONS – JUNE 2018::DECEMBER 2019

- Created a four-tiered on-demand video platform – CDFA TV. Tasks include video production, video editing, marketing and production timeline; utilizing YouTube, Vimeo and CourseCraft.
- Programmed and developed the “Marketing Hub”: utilizing my software development background, I created web software in my spare time designed to organize several key aspects of my department and the marketing efforts of the organization. These included:
 - all promotional email planning and analytics,
 - all website and social media analytics,
 - producing bi-annual Board Report presentation and KPI analysis,
 - the promotion of speakers and upcoming events,

- all social media communication,
- the analysis of email marketing campaign results via an API which I programmed to interface with MailChimp,
- the marketing and promotion of all company reports and publications
- Managed 7 team member's project workflow. Focused on maximizing distribution of final products and brand reach with comprehensive marketing strategies to achieve company's 2018-2021 Strategic Plan KPIs.
- Managed quality control over all published documents, emails, reports, programs, graphics, agendas and external company communication with respect to grammar, readability and branding.
- Designed and provided quality control on PowerPoint slide decks for 30+ yearly events and webinars.
- Managed email marketing campaigns through MailChimp and Lotus Notes using HTML templates and A/B testing.
- Assisted in company CRM and database optimizations.
- Managed paid social media campaigns via Facebook and LinkedIn to increase brand awareness and membership.
- Assisted CDFA Programming Department and Training Institute with maximizing event budget goals and helped achieve financial and registration goals for 12+ live, in-person, events each year by optimizing comprehensive marketing plans focused on influencers and omni-channel content distribution.
- Photography of staff and member portraits, events, candid staff lifestyle, products and publications.
- Designed event graphics, layouts and covers for agendas, programs, reports, social media and community strategic plans using Adobe Creative Cloud.
- Curated photo, video and written content for company Twitter, Facebook, LinkedIn, YouTube and Instagram.

DIRECTOR OF MARKETING AND DIGITAL MEDIA, FORT WAYNE MANCINOS; FORT WAYNE, IN – OCTOBER 2015::JUNE 2018

- Created preliminary custom website solution for customers to view menu items and lookup business contact information.
- Expanded initial website into a custom, four-tier branded web software solution for locally owned and operated restaurants to achieve a polished mobile-friendly web presence, a streamlined *online ordering* process, an owner/employee portal to manage incoming orders and business analytics in real-time, and a mobile application-based customer portal to track currently placed orders in real-time. Heavy JavaScript/jQuery, custom OOP PHP and Objective-C were used to build this solution.
- Integrated and synced dynamic website content with automated social media posts.

- Continually analyzing users' social and web patterns. Using fresh branded content, Google Business, Yelp, Google Ads, Facebook Ads, Instagram Ads, Email marketing and Hashtags Campaigns to drive monthly business sales/customer engagement goals, create brand awareness and increase website sales.
- Utilize Facebook and Google Business tools to plan digital and print ad campaigns.
- Staying up-to-date with and maximizing currently popular social media platforms. I consult owners and store managers on what, when and why to post to each respective platform.
- Photographing all menu items to display on main website and social media channels.
- Using Facebook and Instagram to business develop customer relations, customer engagement and track competitor's digital movements.
- Creating photographic and video content tailored for respective social media outlets.
- Developing new uses for existing products by analyzing custom-tailored analytics.
- Planning and implementing sales, marketing and new menu item or merchandise programs.
- Working with other businesses to create B2B marketing promotions.
- Developing new customer relations with website additions (e.g. loyalty/referral programs) and social media business development tactics while adding depth to the existing customer base through direct contact.

INTERACTIVE DEVELOPER, MANCHESTER UNIVERSITY; NORTH MANCHESTER, IN
 – DECEMBER 2017::JUNE 2018

- Coordinated with the Marketing Department to update student events calendar feed. Updates included utilizing HTML, JavaScript and CSS to improve UI and functionality, as well as social media integration.
- Spearheaded new inbound marketing initiative to create multiple streams of story-telling content from student and faculty weekly interviews for the purpose of increasing value to prospective and current university students as well as visibility of the Manchester University brand.
- Integrated custom, responsive landing web designs into Sitefinity for Marketing Department templating and reusability.
- Custom-built PHP and C#-based APIs to interface with 3rd party tracking (Spectrum EMP) solution for landing page campaigns.
- Following the Brand Guideline, I worked directly with the Marketing Department to implement and execute multiple landing page designs and campaigns to increase prospective student leads and student retention.
- Using the Marketing Department Brand Guideline, I worked with the ITS department to make extensive UI and functional updates to manchester.edu for web-responsiveness and usability.

- Took part in weekly Marketing Department meetings to analyze user data and plan new landing page campaigns for students pursuing Masters in Athletic Training Degrees.

SOFTWARE ENGINEER, SWEETWATER SOUND; FORT WAYNE, IN –

DECEMBER 2015::NOVEMBER 2017

- Took on the additional role of IT Project Manager and Business Analyst to assess and facilitate IT project completion for several departments at Sweetwater while working with department heads to address IT support tickets and debug technology-based infrastructure and network issues.
- Created a Business-to-Business website for Sweetwater Vendors to track merchandise orders and related order data using Bootstrap, jQuery and custom OOP PHP Classes.
- Created several iOS micro-applications for the Sweet Family of Businesses, Gearfest Customer Check-ins and customer badge printing built using Objective-C.
- Created a custom, PHP-based, search engine for the 500+ Sales Engineer workforce to more easily search the 4.1 million customer database.
- Created a PHP-based gift card processing API for all physical and digital Sweetwater customer gift cards.
- Utilized the Laravel PHP Framework to build APIs and web applications for several departments within Sweetwater.
- Created web applications using Javascript and PHP to interface with 4D™ systems, other web services and PostgreSQL databases.
- Created specialty Wordpress Plugins and web applications using jQuery and custom OOP PHP Classes within WordPress Framework to increase and streamline interdepartmental processes.

APPLICATION DEVELOPER, BRITTON MARKETING + DESIGN; FORT WAYNE, IN –

JUNE 2014::MARCH 2015

- Collaborated with print designers and team members as technology lead to create a comprehensive list of web tools to increase company work-flow efficiency, communication and project effectiveness.
- Ported WordPress websites into custom-built CMS. CMS built with Javascript and OOP PHP.
- Developed the “Responsive Print” technique by collaborating with designers to create innovative and adaptive “LookBooks” based on catalog and print designs.
- Utilized Premier Pro to create clips of rich content for client and inbound purposes.
- Built custom Content Management System with included features:
 - Stock photography repository to assist with social media and blogging campaigns.
 - Weekly auto-generated sitemap.xml files

- Drag-and-drop uploading, sorting and deleting for projects and project images
 - Multiple modules allowing standard users to add/edit/delete clients, projects and detail information.
 - Provided original creative content photos for use with social media and blogging campaigns.
 - Built team-centered iOS app using Objective-C to improve onboarding process.
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