

PJ Brunet

Hosting WordPress blogs since 2004

pj@pjbrunet.com

Summary

If you're a blogger, tell me about your blog. If you're not a blogger yet, why not? You're either a victim of technology or a survivor of technology. To survive, you need a domain name! And what's the best way to utilize your domain name? With a WordPress blog, of course.

With a WordPress blog your ideas reach the most people possible, year after year, regardless of what the latest trend is. YouTube, Instagram, you can embed those too. Beyond that, I can help you integrate just about anything. For example, we could SMS your blog posts to all your customers, in their local timezone.

My personal blog has 12 million pageviews, and my clients have millions of pageviews too. Serving this many pages is actually a little tricky. Fortunately, I have 30+ years of experience configuring this stuff!

Experience

WordPress Developer at Proven

March 2018 - Present

Completed migration from Hubspot to WordPress, maintaining permalink structure, SEO traffic, and social share counts. Designed the new blog at <https://blog.proven.com> with direction from the CEO. Setup and installed WordPress on managed ServInt VPS subdomain. Created WordPress plugin to pull posts and images from Hubspot. Assisted with CSS styling of new content.

Fullstack Developer at Texas Coders

June 2016 - Present

I host Wordpress blogs of all sizes and create software from scratch for a variety of clients. Hosting and customizing WordPress since 2004, my WordPress stack has been tested over millions of impressions, utilizing NginX, PHP 7, and Debian 9. All of my clients have my personal cell number and I'm on call 24/7 for any emergencies, though we haven't had any emergencies in years. But it doesn't end there, I'm a fullstack developer. From graphics to navigation to content changes to custom forms to custom plugins, if it can be done, I can make the changes or solve whatever problem you have.

Before I started offering WordPress hosting, I was myself a hosting customer for over 10 years and watched many companies come and go through all kinds of hardware failures, outages and natural disasters. As a publisher too, I've been in your shoes and know what it's like to run a business that depends on pages loading fast 24/7/365. This is why I don't rely on any particular company, like Amazon AWS or Google Cloud. On the backend, I'm constantly exploring new options, planning for failure and planning for the future. And when there is a failure, I know where to look and what to do.

I know what it's like to wait on a ticket at 4am, wondering if my site is down or if my data is lost, knowing every lost minute is lost revenue and reputation. Often people come to me as a last resort, when everything else has failed. I have over 30 years of experience and have solved a lot of difficult problems. I haven't lost any clients in years, because I have high standards, over-deliver, and my rates are competitive.

TexasCoders.com

WordPress Developer, Linux System Administrator, CTO at Rebooted Mom

March 2012 - Present

- 300k WordPress pageviews per month (up to 1 million/month)
- Migration to a custom Nginx-MySQL-PHP7 VPS server stack
- Design changes led to \$4000/month increase in AdSense revenue
- Created "Recently In This Category" PHP plugin & new header design
- Created "Shopping Haul" PHP plugin for WordPress Thesis
- Designed menus, stores maps, and Black Friday ads using HTML/CSS
- Google Analytics and Google Search Console administrator
- Managed 100k pageviews/day viral Starbucks post
- Hyperspin & Jetpack uptime monitoring & automated offsite backups

Adjunct Instructor, Fullstack Javascript & Software Development at Southern Careers Institute

March 2017 - September 2017 (7 months)

Taught 18-week Fullstack Javascript Software Development course at SCI-tech Academy in Austin, Texas. Lectured for SCI's online "Software Developer" course. Organized events for students, such as visiting Google's Austin office to demo Apigee's API management software. We also passed the Google Partners Mobile Sites Certification exam. Developed new, original curriculum and corrected errors in SCI's preexisting content.

Lead Developer, Linux System Administrator, CTO at eWallstreeter

March 2011 - August 2017 (6 years 6 months)

News and photos pulled from thousands of feeds, then filtered, ranked, cached, verified and delivered to thousands of subscribers by email, social media and the web, for 300+ categories. The original, underlying WordPress software was replaced with more efficient, specialized software,

including backend management control panels, to manage processing more news and to deliver a more unique product. Under the original WordPress platform, the database (MySQL) was overwhelmed, justifying a made-from-scratch solution. Custom caching systems and a lean code philosophy allow eWallstreeter to operate on inexpensive hardware. Created mobile, responsive design utilizing Flowtype.js and created mobile templates for Mailchimp. Unique sitemap system was created to continuously discover and categorize new keywords. More recently, we're A/B testing the effectiveness of various design changes using Google Analytics events.

Update: eWallstreeter has temporarily suspended operations.

- Worked with Mailchimp API to 10x email subscriptions.
- Setup third-party DNS and tracked down Google Webmaster Tools errors
- Google Cloud Storage image management via PHP & gsutil microservice cron
- Hyperspin uptime monitoring
- Frontend Sitemap: crawlable, responsive, sorted by industry, frequency with time decay
- Mobile/desktop media query ads for Investing Media Solutions.

Analytics Expert at GLG

November 2004 - July 2017 (12 years 9 months)

Consulting, advice, observing trends, making predictions.

Staff Writer at The American Genius

August 2016 - September 2016 (2 months)

The American Genius is a strong news voice in the entrepreneur and tech world, offering meaningful, concise insight into emerging technologies, the digital economy, best practices, and a shifting business culture. We refuse to publish fluff, and our readers rely on us for inspiring them to take action. <https://theamericangenius.com/author/pj/>

Fullstack WordPress Developer at Tomakefast

January 1999 - 2016 (18 years)

Engineering Publisher Solutions

Frontend

- WordPress Theme Changes, Plugin Development
- Crawlable Multi-Category Responsive Sitemaps
- Multi-Category, SEO-Indexable Chatrooms
- Position Graphics, CSS Style Sheets, Clickable Maps
- Search Engines, Control Panels, Forms & Datagrids
- Responsive Text, Responsive Design
- Adsense Optimization, Target & Position Ads

Backend

- PHP Application Development, Domain Management
- Automatic Keyword Extraction From Content
- Image Management, Image Crawling, Image Resizing
- Google Cloud Storage, Media & Backup Management
- MySQL Tuning, Migration, Automated Backups
- RSS Downloading, Processing, Generation
- Dead Link Crawling, Auto-Remove Broken Links

Key Technology: WordPress, PHP, MySQL, NginX, CentOS, jQuery, CSS, DNSMadeEasy, VPS, Linode, Digital Ocean, Javascript

WordPress Developer, Linux System Administrator

November 2014 - June 2015 (8 months)

- From idea to complete website in one week
- Designed logo and customized "Curated" child theme to client specification
- Configured MailPoet newsletter with Gmail SMTP integration
- Google Analytics tracking
- Responsive mobile design
- Registrar, third-party DNS & NginX configuration

Technology Blogger, WordPress Developer, Sysadmin, CTO

January 2006 - January 2012 (6 years 1 month)

- Wrote about social networks, social media tracking and WordPress
- Served millions of pages, received 40,000+ AKISMET-tested comments
- Attended exclusive "AdSense in Your City" event in Houston, TX
- Designed & created WordPress PHP plugins using MySQL
- Created Javascript cryptography compatible with Myspace, Facebook & Twitter
- Self-managed Linode hosting running NginX under CentOS
- #1 in Google for keywords: "symbols", "Facebook tracking", "WordPress programmer"

Art & Technology Blogger, WordPress Developer, CTO

January 2004 - January 2008 (4 years 1 month)

- Interviewed nationally recognized non-objective abstract artists
- Wrote about web & social media tracking & analytics
- Wrote about PPC click fraud and clickbot detection
- Wrote about "collaborative reading" and predicted the Kindle and its key features
- Designed & created WordPress PHP plugins using MySQL
- Completed graduate "Magazine Article Writing" seminar at UIW in San Antonio

→ Customized WordPress to maximize user engagement & AdSense performance

ISP Support

1998 - 1999 (2 years)

Maxcess, Inc. ISP Support Tech. Gainesville, FL

Support, billing, Perl & Java scripts

Mercury Communications sold its accounts to Mindspring shortly after I graduated from UF in 1999.

Backed by Nortel, Mercury changed its name to Maxcess and planned to sell VOIP services.

Rather than wait for VOIP adoption, I left on good terms to pursue freelancing full-time.

SEO Web Developer

1997 - 1998 (2 years)

Search Engine Optimization for orthotics/prosthetics portal

eLearning Developer

1996 - 1997 (2 years)

Managed the creation of interactive, animated algebra lessons.

Macromedia Director + Lingo scripting

Web Developer Intern at International Business Machines

1995 - 1996 (2 years)

→ Authored REXX app that continuously crawled IBM's Build & Integration Lab network. My app "Spiderman" automatically generated a status report website for IBM management monitoring the build status of OS/2 for Intel.

→ Compiled OS/2 3.0 source code using a multi-layered file system and version control: TVFS (Toronto Virtual File System) & CMVC https://en.wikipedia.org/wiki/IBM_Configuration_Management_Version_Control_%28CMVC%29

→ Build verification tests of OS/2 3.0, including alpha tests of OpenDoc, a secret application framework collaboration with Apple.

Product Database Implementation Engineer

1994 - 1995 (2 years)

Created searchable product database of various aerosol products using MediaHost/MediaBase software. CPC Aeroscience customers were given a disk which dialed them into a database of product offerings.

Sysop (System Operator)

1987 - 1993 (7 years)

→ Managed public multi-node dialup BBS under OS/2 and DESQview.

→ Billing and technical support for 300+ members.

→ Designed graphics, menus and user interface. Pascal & ANSI animation.

- Tested, scanned and wrote descriptions for hundreds of downloadable applications.
- File management, file transfer protocol installation & benchmarks.
- Member of IntelecNET & ImagiNET message networks via PCRelay/Frontdoor.
- Found FOSSIL driver errors for IBM as OS/2 2.0 beta tester.
- Installed & supervised multiplayer games: Tradewars 2002, Global Wars, Yankee Trader, The Pit, Operation Overkill II

Education

University of Florida

Bachelor of Fine Arts (BFA), Drawing, Painting, Sculpture, Electronic Intermedia, 1994 - 1999

Activities and Societies: IBM Internship, Florida Academic Scholar, clubs for 3D modeling & animation, art, machine sculpture, spoken word, neo otaku, organized off-campus art shows & installations

Florida Atlantic University

Pascal & C Programming, 1994 - 1994

Boca Raton Community High School

Honors Graduate, 1989 - 1994

Activities and Societies: Top 5%, National Honor Society, Computer Science Pathfinder Award, IBM Computer Explorer Scouts, Advanced Placement Computer Programming, 1st place Palm Beach Annual Programming Competition, U.S. Army Award for Computer Science Fair, Computer Lab Administrator, Boca Amiga Club music modules sysop, Cross Country Team Captain, BRCHS Computer Science Award 1992-1994

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[Contact PJ on LinkedIn](#)