Contact

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(LinkedIn)
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Top Skills

WordPress
Web Development
CSS

Languages

English

Certifications

Small Business Management
Sales Prospecting
LinkedIn Learning Highlights:
Business Strategy and Analysis
Data Science Foundations:
Fundamentals
Creating Your Sales Process

Pete Brunet

Fullstack WordPress Hosting & Development
Austin, Texas Area

Summary

I started blogging in 2004. While studying Magazine Article Writing in San Antonio, one of my class assignments about social media pulled in millions of pageviews. Managing the growth was an interesting challenge. "WordPress hosting" was not a business yet, it was up to me to make it work. Day by day I learned to scale web servers, databases and advertising.

Today, WordPress is the premier platform for online content management, for businesses wanting to reach the most people possible. Now that WordPress is a mature platform that integrates with a large ecosystem of plugins and themes, forward-thinking businesses choose WordPress for its versatility and proven stability. My satisfied clients have millions of pageviews because my unique WordPress server stack works.

Experience

Texas Coders
WordPress Developer, Linux System Administrator, CTO
June 2016 - Present
Austin, Texas Area

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 cell number and I'm on-call for any emergencies. I'm a fullstack developer. From database performance to uptime, from graphics to navigation, from forms to custom plugins, if it can be done, I can solve it.

Before offering WordPress hosting, I was myself a hosting customer for over 10 years and watched companies come and go through all kinds of hardware failures, outages and natural disasters. I know what it's like to run a business that depends on pages loading fast all day, every day. 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.

Rebooted Mom
WordPress Developer, Linux System Administrator, CTO
March 2012 - Present
Austin, Texas Area

→ 700k WordPress pageviews per month (up to 1 million/month)
→ Migration to a custom Nginx-MySQL-PHP7 VPS server stack
→ Created "Recently In This Category" PHP plugin
→ Created "Shopping Haul" PHP plugin for WordPress Thesis
→ Designed menus, navigation, store maps and ads using HTML/CSS
→ Google Analytics and Google Search Console administrator
→ Managed 100k pageviews/day viral Starbucks post
→ Hyperspin & Jetpack monitoring, offsite backups

Proven
Fullstack WordPress Developer
March 2018 - Present
Austin, Texas Area

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 migrate posts and images from Hubspot. Ongoing CSS styling of content for mobile and desktop. Created PHP shortcode to cache and parse Libsyn RSS podcast feed with MP3 players. Hovered sticky CTA widget with z-index and jQuery.

Southern Careers Institute
Adjunct Instructor, Fullstack Javascript & Software Development
March 2017 - September 2017 (7 months)
Austin, Texas

Taught 18-week Fullstack Javascript Software Development course at SCI-tech Academy in Austin, Texas. Lectured for SCI's online "Software Developer" course. Developed original curriculum online and offline. Corrected errors in SCI's preexisting content. 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.

eWallstreeter
Lead Developer, Linux System Administrator, CTO
March 2011 - August 2017 (6 years 6 months)
Austin, Texas Area

(Note: Domain name was sold in 2018.)

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, more effectively. 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. A/B tested the effectiveness of various design changes using Google Analytics events.

→ Worked with Mailchimp API to 10x email subscriptions
→ Setup third-party DNS, addressed Google Webmaster Tools errors
→ Google Cloud Storage image management via PHP & gsutil
→ Mobile/desktop media query ads for Investing Media Solutions
→ Frontend sitemap sorted by industry, frequency, time decay

GLG
Analytics Expert
November 2004 - July 2017 (12 years 9 months)
Austin, Texas

Consulting, advice, observing trends, making predictions.

The American Genius
Staff Writer
August 2016 - September 2016 (2 months)
Austin, Texas Area

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. https://theamericangenius.com/author/pj/

Tomakefast
Fullstack WordPress Developer
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

MitchellNewsNetwork.com
WordPress Developer, Linux System Administrator
November 2014 - June 2015 (8 months)
Austin, Texas Area

→ From idea to complete "mobile responsive" website in one week

→ Designed logo and customized "Curated" child theme to client specification

→ Configured MailPoet newsletter with Gmail SMTP integration

→ Registrar, third-party DNS & NginX configuration

Ferodynamics.com
Technology Blogger, WordPress Developer, Sysadmin, CTO
January 2006 - January 2012 (6 years 1 month)
Austin, Texas Area

→ #1 in Google for "WordPress programmer" keyword

→ Wrote about social networks, social media tracking and WordPress

→ Served millions of pages, received 40,000+ AKISMET-tested comments

→ Designed & created WordPress PHP analytics plugin using MySQL

→ Self-managed Linode hosting running NginX under CentOS

→ Managed Adwords PPC campaigns to test new content ideas

→ Attended "AdSense in Your City" training in Houston, TX

Knowingart.com
Art & Technology Blogger, WordPress Developer, CTO
January 2004 - January 2008 (4 years 1 month)
Austin, Texas Area

→ Designed & created WordPress PHP plugins using MySQL

→ Interviewed nationally recognized non-objective abstract artists

→ Completed graduate "Magazine Article Writing" seminar at UIW

→ Customized WordPress to maximize UX & Adsense performance

→ Wrote about expertise in social media tracking, metrics, and analytics

→ Wrote about PPC tracking, PPC click fraud, and clickbot detection methods

Maxcess
ISP Support
1998 - 1999 (2 years)
Gainesville, Florida

Support, billing, Perl & Java. Mercury Communications sold its accounts to Mindspring after I graduated from UF in 1999. Backed by Nortel, Mercury changed its name to Maxcess and planned to sell VOIP. Rather than wait for VOIP adoption, I left on good terms to pursue freelancing.

OPIE Software
SEO Web Developer
1997 - 1998 (2 years)
Gainesville, Florida

Search Engine Optimization for orthotics/prosthetics portal

Top Drawer Productions
eLearning Developer
1996 - 1997 (2 years)
Gainesville, Florida

Managed the creation of interactive, animated algebra lessons.

Macromedia Director + Lingo scripting

International Business Machines
Web Developer Intern
1995 - 1996 (2 years)
Boca Raton, Florida

→ Authored REXX app that crawled IBM's Build & Integration Lab network to generate a status report website for management monitoring OS/2 build status.
→ Compiled OS/2 source code using TVFS (Toronto Virtual File System) & CMVC (Configuration Management Version Control)
→ Build verification tests of OS/2, including alpha tests of OpenDoc

CPC Aeroscience
Product Database Implementation Engineer
1994 - 1995 (2 years)
Boca Raton, Florida

Created searchable product database of various aerosol products for CPC Aeroscience customers using MediaHost/MediaBase.

Zap! BBS
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 ANSI graphics, menus and user interface with Pascal
→ Tested, scanned and wrote descriptions for hundreds of applications
→ File management, file transfer protocol installation & benchmarks
→ Member node of IntelecNET & ImagiNET message networks

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Education

University of Florida
Bachelor of Fine Arts (BFA), Drawing, Painting, Electronic Intermedia · (1994 - 1999)

Florida Atlantic University
Pascal & C Programming · (1994 - 1994)

Boca Raton Community High School
Honors Graduate · (1989 - 1994)