

Pete Brunet

FULLSTACK CONTENT MANAGEMENT

When I find a break in the matrix, I seize the opportunity.

I'm a 2nd-generation developer and grew up writing Pascal. In high school I learned C and Java and won programming competitions. By college I had interned at IBM, learned Javascript, HTML, graphics and Photoshop, merging the worlds of art and software. University of Florida encouraged me to try new media, new tools and materials aside from the technology I was already familiar with. Outside of school I studied more cutting-edge technology and freelanced for local clients in Florida.

With IBM on my resume, it was easy finding new clients. Upon graduation, I coded web crawlers in Java and started experimenting. I discovered affiliate programs and rode the online advertising wave with a traffic brokering system I coded in Perl. Since my work was automated, I was able to read, travel, and pursue self-actualization. And I started visualizing traffic with PHP to study a clickbot subverting my algorithm. Today we call this "analytics."

Right after AdSense launched, I started blogging. While studying Magazine Writing in San Antonio, one of my assignments about social media started pulling in millions of views. Managing this was hard. Nobody offered "WordPress hosting" yet. So I advanced my Linux and MySQL knowledge to scale my own servers. Then I leveraged my experience to rank #1 in Google for "WordPress programmer" and focused on serving WordPress clients.

Today, WordPress is the platform to reach the most people. A mature platform that integrates with a large ecosystem of plugins and themes. Businesses choose WordPress for its versatility and stability. My satisfied clients receive millions of views because my server stack just works, and I'm able to design or code any additional services they might need.

Frontend UI/UX: custom search engines, control panels, dashboards, datagrids, tooltips, frontend sitemaps, multi-category chatrooms, chat apps, masonry, navigation, mobile responsive design, galleries, partner lists, parallax scrolling, hamburger menus, subscription forms, signup forms, engagement metrics, analytics tracking, position graphics, clickable maps, data charts & analysis

WordPress: themes from scratch, theme changes, plugin development, performance optimization, SEO, bbPress, shortcodes, writing

Languages: JavaScript, ES6, Node.js/Express, AJAX, PHP 7, PHP-CLI, HTML, DOM/CSS, jQuery, GIT, Perl

Backend: application development, data extraction & analysis, curl, pre-generation, popularity tracking, counters, sorting & relevancy algorithms, image management, RSS processing & generation, dead link removal, cache generation timing & cleanup, fraud detection, log analysis

APIs: Twilio SMS, SendGrid, ConvertKit, Mailchimp, Paypal, QuizMaker

Migrations: content scrape, image crawling, mysqldump, InnoDB, scp, rsync

Linux Cloud: Linode, OVH, Vultr, Digital Ocean, Namecheap, domain management, DNS, DNSMadeEasy, Cloud9, ssh, sshfs, cron, bash, OnApp, LAMP, LEMP, Debian, CentOS, Nginx, MySQL, PHP-FPM, offsite backups, database tuning, Pingdom, Hyperspin

Advertising: affiliate program management, direct ad buy/sell, traffic tracking, conversion tracking, conversion optimization, A/B tests, cookies, CTAs, popups, email banners

Google: Webmaster Tools, Analytics, Cloud Storage, Adwords, AdSense, Keyword Planner, Charts, G Suite

Texas Coders June 2016 - Present

WordPress Developer, Linux System Administrator, CTO
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 plugins, if it can be done, I solve it.

Web Developer
Linux Sysadmin
MySQL DBA
Analytics Expert
Tech Blogger

Proven March 2018 - December 2018

Fullstack WordPress Developer
Completed migration from Hubspot to WordPress, maintaining permalink structure, SEO traffic, and social share counts. Designed the new blog at 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.

Austin Community College
2010 **Small Business Management Certificate**

Univ of the Incarnate Word
2005 **Communication Arts Magazine Article Writing**

University of Florida
1999 **Bachelor of Fine Arts**
Drawing, Painting, Sculpture
Electronic Intermedia,
Florida Academic Scholar,
IBM Internship

Stack Exchange top 18%
[Stackexchange.com/users/373259](https://stackoverflow.com/users/373259)

2017 *Google Partners*
Mobile Sites Certification

RebootedMom.com March 2012-Present

Migration to a custom Linode-Nginx-MySQL-PHP VPS. Now averages one million pageviews/month. Created "Recently In This Category" PHP plugin & multiple header designs. Created "Shopping Haul" PHP plugin for WordPress Thesis. Designed menus, "Stores page" and Black Friday ads. Google Analytics.

WarnerCustomHomes.com July 2012-Present
WordPress real estate theme updates: color scheme, navigation, content changes. Create & maintain clickable community image map & master plan annotations. Custom graphics, color correction, maintain photo archive. Custom PHP contact form for lead generation with Google Apps integration.

eWallstreeter.com March 2011-August 2017

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.