

Contact

5129817177 (Work)
pj@pjbrunet.com

www.linkedin.com/in/pjbrunet
(LinkedIn)
texascoders.com (Company)
pjbrunet.com (Blog)

Top Skills

WordPress
Web Development
CSS

Languages

English

Certifications

Small Business Management

Pete Brunet

Hosting WordPress blogs since 2004
Austin, Texas Area

Summary

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 in WordPress too. Most people end up choosing WordPress for the plugins. WordPress also has themes, which I customize for my clients.

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

What's the story here? I started blogging in 2004, writing about art, software, social media, and various ideas I had. I wanted to blog professionally, so I studied Magazine Article Writing at UIW in San Antonio. Eventually, one of my class assignments about Myspace ended up getting millions of pageviews.

Managing this growth was difficult. Day by day I learned how to scale web servers, databases, advertising, and everything else. For a while I kept these skills to myself, but now I help other people, check out my resume.

My WordPress technology "stack" has been tested over millions of pages. So I know it works. And I'm continually revising my process as I find better solutions. As a blogger myself, I use my own platform. So we're in the same boat. My strategy is to keep that boat afloat. If there is a problem, I'm just as concerned as you are, and you'll have my cell number.

Experience

Proven
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 HTML audio tagged MP3 players and jQuery toggled show notes.

Texas Coders

Fullstack Developer

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. 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 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. 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 have high standards, over-deliver, and my rates are competitive.

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
- 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

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. 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.

eWallstreeter

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

Austin, Texas Area

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.

- 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)

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/>

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)

- 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"

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 in San Antonio
- Customized WordPress to maximize user engagement & AdSense performance

- Wrote about social media tracking, analytics, PPC click fraud & clickbot detection
- Wrote about "collaborative reading" & predicted Kindle two years before it launched

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. My app "Spiderman" generated a status report website for IBM management monitoring the build status of OS/2.

→ Compiled OS/2 source code using TVFS (Toronto Virtual File System) & CMVC https://en.wikipedia.org/wiki/IBM_Configuration_Management_Version_Control_%28CMVC%29

→ Build verification tests of OS/2, including alpha tests of OpenDoc, a secret

application framework collaboration with Apple.

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 graphics, menus and user interface. Pascal & ANSI animation.
- Tested, scanned and wrote descriptions for hundreds of 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)

Florida Atlantic University

Pascal & C Programming · (1994 - 1994)

Boca Raton Community High School

Honors Graduate · (1989 - 1994)