

Patrick J. Santry



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Summary

- Proven professional with 20 years experience in planning, developing, and implementing state of the art web software with an emphasis on web content management systems (WCMS), both building frameworks and extensions.
- Previously worked as a Digital Experience Development Manager with 4 direct reports, hands-on manager, executing a large external-facing highly available SharePoint/Commerce Server implementation.
- Led cross-functional teams with diverse technical and business backgrounds. Well-rounded IT background of infrastructure management (networks, systems, web-hosting) and software development management.
- Developed and established KPIs, and baseline metrics for server systems, application development, and analytics for the business.
- Engaged with customers in a pre-sale, and post-sales role as a Sales Engineer, and Support Engineer.
- Work jointly with marketing to implement which technologies and trends (SEO, social, analytics) that the company can effectively use to increase and promote digital presence.
- Accomplished author and recognized industry professional known for books on technology including "Administering IIS 5.0" published by McGraw Hill which was published in both English and Chinese, "Professional DotNetNuke ASP.NET Portals", and "Professional DotNetNuke 4" both published by Wrox Press. Authored over 8 books on server infrastructure and web development, and presented to several groups in the Great Lakes region of the United States.
- Awarded the Microsoft Most Valuable Professional Award four consecutive times for my participation in ASP.NET development, which provided me with the opportunity to work directly with the ASP.NET Project Lead in Redmond.
- Certified MSCE, MCTS, A+, CIW CI, i-Net+, Google Analytics

Skills

All things Web, Content Management Systems (CMS), project management, DotNetNuke (DNN)/Evoke, SharePoint, Google Analytics Certification, Taxonomy Building, Tagging, Google Tag Manager, Web strategy, Social Networks, SEO, Analytics, Application & Enterprise Architecture, networking, core web architecture & infrastructure. Microsoft technologies (ASP.NET, VB.NET, C#, SQL Server, Windows Server), MVC, VMWare, F5 BigIP, Dell Servers, DNS. JSON, JQuery, Agile, Scrum, Social Media, Windows Mobile Development, iOS, Android, PHP, Perl, Tomcat, Apache, OSX, Technical Writing & Documentation, PowerShell, REST, SOAP

Professional Experience

Digital Experience Development Manager, Leed's Corporation June 2012 – Present

- Manage a team of four direct report developers for a large e-Commerce development project based on Microsoft SharePoint, FAST, SQL Server, Commerce Server under a Windows 2008 domain infrastructure and PRTG monitoring. Project spanned two years, 50 servers, and management of external resources consisting of a total cost of \$5 million.
- Work jointly with marketing to implement which technologies and trends (SEO, social, analytics) that the company can effectively use to increase and promote our digital presence.
- Document network topology and logical architecture of the various environments (dev, QA, staging, prod).
- Developed PowerShell scripts for domain and server management.
- Strategize which platforms (mobile, EDI, web, services, CRM) can be best utilized and create a development strategy.
- Establish relationships with third party vendors for products and services to enhance the digital presence, and development team.

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- Development of Google Analytics reports to gauge website traffic, and establish KPIs with Marketing to identify high performing campaigns, and channels.

Technologies: Windows High Availability (SQL Clustering, NLB), SharePoint 2010, Commerce Server 2009 R2, BizTalk, IIS, ASP.NET, TFS, Visual Studio 2012, Axure, Google Analytics, PowerShell, PRTG, Extensis, Eloqua, Survey Monkey, Taxonomy Building

Sales/Software Engineer at DotNetNuke Corporation

February 2010 – June 2012

- One of the original core team developers of the DotNetNuke open source platform. Prior to becoming an employee participated in almost a decade of the community, guidance and development of the platform.
- Collaborated in global development team as a senior software engineer, and senior level support of the platform.
- As Sales Engineer, provided community outreach on the website, and social networks, and local user groups. Sales support, providing documentation, and presentations on the product aimed at both business and technical users. Technical presentations to the DNN development community.
- Developed the certification exams for partners.

Technologies: C#/VB.NET, Visual Studio, SQL Server, WCF, Web Services, Site Tagging & Taxonomy, HTML 5/CSS3, JQuery, JSON, Salesforce, Marketo, Amazon WS, Azure, PetaPOCO, CMS

Managing Member / CTO at FanGap, LLC

March 2007 – February 2010

- Implemented and architected large automated web site hosting and site building solutions for the entertainment industry.
- Development of reusable web site templates used for fan site creation.
- Developed strategy for using social networks to market product. Heavy use of MySpace, and other social networks to drive traffic to company owned fan sites.
- Drove social media strategy to utilize YouTube, MySpace, Facebook, and Twitter.
- Started network in March of 2007, to being one of the top 5,000 sites on the web.
- Extensive online promotion and online video creation to promote recording artists worldwide.
- Implemented online product sales, and advertising partnerships to generate revenue.
- Built architecture on Microsoft IIS, ASP.NET (DotNetNuke), and SQL Server 2008 backend.

Technologies: VB.NET, Visual Studio, SQL Server, WCF, Web Services, JQuery, JSON, XML, RSS, Web Services, Google Analytics, Quantcast, Alexa, Site Structure, Taxonomies, Folksonomy, SEO, SEM, Adwords, Social Networking Marketing

Cambio/AOL

January 2003 - 2010

- Provided consulting services to AJM Productions (joint venture between AOL, Jonas Group, and MGX) for primary website Cambio.com. This site is aimed at the teen entertainment industry, with general pop culture as its content focus.
- Directed content writers, and publication scheduling of content.
- Provided website technology analysis, and recommendations.
- Acted as a liaison between content management team, and technology team.

Technologies: Omniture Analytics, Technical Documentation, Content Management, ComScore, Taxonomy Building

Santry Technology Solutions

- Personal consulting business focused on building .NET modules in VB.NET/C# using the DotNetNuke module architecture.
- Developed best practices for automotive services site based on DotNetNuke. Specified technical requirements for module development.

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- Architected large website platform for services site to the pharmaceuticals industry (ePharmasolutions). Application was used for targeting patients to an appropriate clinical trial in their area. Developed on DotNetNuke, and Google Maps widget.
- Migrated old DotNetNuke platform to most recent version, developed technology strategy for company to scale architecture.
- Developed technical architecture for large multi-language, Internet facing SharePoint implementation for multi-billion dollar polymers company (PolyOne).
- Performed migration of MOSS 2007 implementation to WSS 3 for BlueCross/BlueShield.
- Developed the Homeless Management Information System for Erie County, PA. This web-based system consolidated the homeless intakes of over 30 agencies in Erie County.
- Developed various media modules for Gold Prospectors website built on DNN (TV Series).
- Taught continuing education classes at Penn State on computer technology, based on CompTia A+ training.

Technologies: VB.NET/C#, Visual Studio, SQL Server, WCF, Web Services, JQuery, JSON, XML, RSS, Web Services, MVC, HTML5/CSS3, Analytics, DNN, SharePoint, IIS, Subversion, RESTful Services

Corporate Webmaster / Project IT Specialist at Lord Corporation September 1999 - February 2007

- Led the consolidation project of 18 separate and distinct divisional websites into one unified Internet presence for the company.
- Led the development of several Website modules including an online jobs application, distributor lookups, contact workflow, product selector guides, and document management system. Managed a team of in-house and contracted developers to complete the project well ahead of goal.
- Developed corporate wide employee export compliance system. Developed in conjunction with human resources, IT, and export compliance.
- Consolidated various disparate web infrastructures into one unified server architecture for both the Internet and intranet environments.
- Built large web farm architecture based on F5's BigIP load balancers, and Microsoft web technologies as well as service layer based on SOAP.
- Developed scripting for Remedy Help Desk enhancements, ADSI scripting for Active Directory domain management, and server monitoring.
- Acted as a liaison between network, application, and business groups "bridging the gap" between hardware, software, and functional talents.
- Mentoring of both entry level, and advanced developers in web technologies and supporting infrastructure.

Technologies: VB.NET, Visual Studio, SQL Server, Web Services, JQuery, JSON, XML, RSS, Web Services, SOAP, BigIP, High Availability, Windows Server Administration, ASP.NET, Classic ASP, Tomcat, FreeBSD, Apache, PHP, Linux, Active Directory/LDAP, Microsoft Exchange, CDONTS, ADSI, SMS, Crystal Reports, OpenText, MS Office, MS Project, WebTrends, Remedy Help Desk Scripting

Senior Consultant at New Media / Brulant

December 1998 - September 1999

- Assisted in the development of the company Website and e-newsletter.
- Developed e-commerce site for large electronics company in Cleveland. This site connected to the company's back-end legacy system and provided order entry via the corporate Website.

Technologies: VB, Visual Studio, Visual InterDev, Access, SQL Server, Classic ASP, VBScript, JavaScript, HTML

Project Manager at Allin Consulting

January 1998 - December 1998

- Developed a Request for Quotes system for a large networking hardware supplier in Pittsburgh.
- Developed a membership application for one of the Erie area's largest unions.

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- Developed a Total Quality Management system for an Erie area trauma ambulatory provider.

Technologies: VB, Visual Studio, Visual InterDev, Access, SQL Server, Classic ASP, VBScript, JavaScript, HTML

Webmaster at PlanSoft

November 1996 - January 1998

- Developed the one of the largest online Request for Quotes system for the meetings and planning industry.
- Responsible for SQL database management, and ASP development.

Technologies: VB, Visual Studio, Visual InterDev, Access, SQL Server, Classic ASP, VBScript, JavaScript, HTML, WebTrends

Webmaster at Packaging Intelligence Network

September 1994 - January 1997

Started the most recognized site devoted to the packaging industry. This site won various awards including an Industry Magnet Site, PointCast Best of Connections, and DogPile Award (for the technical infrastructure).

Technologies: Perl, HTML, Linux, Apache

Education

Excelsior College

Computer Information Systems - BS

Publications

- CYA: Securing Exchange Server 2003 & Outlook Web Access
- Professional DotNetNuke 4: Open Source Web Application Framework for ASP.NET 2.0 – Wrox Press
- Professional DotNetNuke ASP.NET Portals – Wrox Press
- Windows Server 2003 – The Complete Reference – McGraw-Hill, Osborne Media
- Administering IIS 5.0 – McGraw-Hill (Currently in the US Library of Congress, Referenced by the NSA on Security)
- MCSD FrontPage 98 Certification Study Guide - Syngress Media, Inc.
- I-Net+ Certification Study Guide - Syngress Media, Inc.
- Frequent Contributor to SocialMediaToday.com – Digital Strategy and Technologies

Awards & Certifications

- Google Analytics Individual Qualification Certification
- Microsoft Most Valuable Professional – Visual Development – 4 Time Recipient
- Microsoft Certified Systems Administrator Windows 2003
- Microsoft Certified Systems Engineer – Windows 2000/NT
- Microsoft Certified Professional + Site Building
- Microsoft Certified Technical Specialist – Windows SharePoint Services
- Microsoft Certified Trainer – Inactive Status
- Certified Internet Webmaster Certified Instructor
- Compia A+
- Compia i-NET+