

Alexander Persky

480-220-3352 | info@alexanderpersky.com | alexanderpersky.com | github.com/bebaps

Who I Am

Professional web developer since 2012. Strengths include analytical leadership and the ability to manage through influence while anticipating and adjusting for problems.

What I Know

Languages: HTML, CSS, JS, PHP, MySQL, Apache, Sass, ES6, Git, CLI

Patterns & Frameworks: OOP, MVC, WordPress, Laravel

Software: mac OS, Adobe Suite, VSCode, PHPStorm, Sublime Text 3, MAMP, Valet

Other: Agile, SCRUM

What I've Been Doing

Lead WordPress Developer - 5 Fold Marketing - Tempe

5/2017 - Present

- Head of the Web Department
- Create and manage company standards for code quality, workflows, tech stack, etc. in relation to the creation, maintenance, and enhancements of websites
- Create custom themes and plugins for both client and internal use
- Manage and deploy codebases between local, staging, and production environments via Git and Continuous Integration/Deployment
- Manage databases, server environments, domains, etc. for client and internal use
- Create custom coded solutions from design files and mockups/wireframes
- Continuously explore new technologies for inclusion and evaluate current technologies for usefulness of company technical and business requirements
- Manage internal and external client expectations, timelines, and budgets

WordPress Developer - Factor1 Studios - Tempe

9/2015 - 5/2017

- Create and maintain custom WordPress themes for a wide variety of clients
- Code custom themes based off of Illustrator/Sketch designs from scratch
- Create custom plugins from scratch for more advanced or encapsulated functionality
- Set up and maintain code repos, as well as local, staging, and server environments
- Maintain codebases, databases, server environments, domains, workflows, etc.
- Explain complex technologies and concepts in plain English to clients
- Refactor spaghetti code into clean, maintainable and efficient codebases

- Mockup and design components on the fly
- Manage internal and external client expectations, timelines, and budgets

Freelance Web Developer - Alexander Persky, LLC

3/2012 - Present

- Create and manage websites for a variety of clients
- Consult clients on best web technologies for their specific projects
- Manage all aspects of business operations of a sole proprietor LLC
- Manage and deploy codebases between local, staging, and production environments via Git and Continuous Integration/Deployment
- Manage databases, server environments, domains, etc. for client and internal use

Where I've Learned

Full LAMP Stack Web Development

RockIT Bootcamp - Tempe

Always learning more on lynda.com, codeschool.com, udemy.com, pluralsight.com, and more.
In this industry, these resources are a must for any developer looking to stay sharp.

What I Bring to Your Table

When you work with me, it becomes clear in an instant that my focus is grounded in being efficient, concise, and effective. These three words are very similar but have subtle, but key differences.

I focus on being efficient because I understand that time is money. That is not a catchy saying, in this industry time literally is money... loading times can make the difference between converting that lead or simply getting bounced.

I focus on being concise because we as developers deal with technology and concepts that most people just plain don't understand. The better you can explain yourself in plain English, the easier it is to build trust and relationships. This concept goes for writing code too. Why write ten lines of code when all you need is four? Keeping the codebase simple keeps it maintainable.

Finally, I focus on being effective because I don't like to waste people's time. Nobody wants to hire a developer who spends three hours writing code that doesn't work, then has to spend two more hours fixing their own mistakes... then be expected to pay for it. Ultimately, being an effective developer means being knowledgeable...and that means putting in the time to always keep learning, make mistakes in a safe environment, know what technology is the right technology for the job, and provide great user experiences.