

# Robert Michael Vasquez

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## Marketing experience

**Saint Petersburg College** - March 2015 – Present; Clearwater, FL

*Marketing Senior Web Analyst/Programmer, UX Expert*

- User-experience expert for web and ad pages
- Ad analytics API to collect and feed user submissions and data
- Marketing data rendition, graphing and analysis
- Blog multi-site creation, customization, management, support and maintenance
- Custom API with graphics creation program
- Ubuntu/Windows server management
- MySQL database management
- User-experience click-tracking web application
- Radio ad vocalist

**DSI Media** - April 2011 – Present; Seminole, FL

*Web Developer, Full-service*

- Full-service web development; PHP, database and web platforms
- jQuery & PHP scripting for directory & file list for documentation displays
- Blog transfers and site redesigns for small businesses
- Client relations and communication

**World Independent Hotel Promotion** - January 2014 - June 2014; Tampa, FL

*PHP Web Developer*

- Linux Ubuntu server management for client websites
- PHP for scripting user account management system
- jQuery development for UX and UI

**ConnectWise, Inc.** October 2012 – December 2013; Tampa, FL

*Marketing PHP Web Developer, Marketing Department*

- PHP “form generator” – Created PHP that generates forms on hundreds of pages.
- Blogs - project lead in Marketing, configured and coded onto custom layouts
- Maintaining four different sites simultaneously on Git & Beanstalk

**Eleet Technologies, Inc.** - March 2012 – October 2012; Oviedo, FL

*PHP Software Engineer - Contract*

- PHP & PostgreSQL database to display/manage data for Realtors
- PHP, jQuery and PostgreSQL database for dynamic form for realty events
- Facebook Open Graph & PostgreSQL database to list data/generate csv files

**Rooks Group, LLC.** - September 2010 – Present; Clearwater, FL

*Founder*

- Business founder, marketing & networking
- Custom web platforms and web apps
- Consultant and advisory services
- Full web development contracting
- Linux Ubuntu Server manager
- Client relations and communication

**Florida State University** - May 2009 – May 2010; Tallahassee, FL

*Marketing PHP Software Engineer*

- Merger of four college websites
- Consultation with professors, deans and staff for site development
- PHP and jQuery custom tool development
- XML news feeds into both ASP and PHP pages
- PHP/SQL system for professors to modify profiles
- Database development & population with PHP and multiple developers

Education

**B.S. Information Technology** – Florida State University, 2010