

# Shane Rosenthal

Software Engineer

## Full Stack Laravel Developer

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## Skills

PHP (Laravel)

Cloud Solutions (AWS)

Vue

React

Typescript

CSS (TailwindCSS)

Testing and debugging

Feature and Application Implementation

I am seasoned software developer based in Indian Land, SC, USA. I've honed my coding expertise through dedicated work with PHP (Laravel), JS frameworks, Typescript, AWS, and dozens of clients with completely unique environments, teams, challenges and solutions. Drawing from more than 12 years of professional experience acquired through both employment and freelance projects, I have developed the ability to think creatively, anticipate challenges, and proactively assess the implications of potential solutions.

## Work History

2021-01 -

### Software Developer

2023-06

*Pfizer, Remote*

- Held key positions within the Stratus and Spaces teams.
- Improving DevOps processes.
- Designed and integrated deployment automations to streamline workflows.
- Identified our technological needs, proposing solutions, and utilizing tools such as Github Actions and Ansible scripts.
- Created custom Cloudformation resources and developed AWS Pipelines to enhance efficiency.
- Concentrated on advancing the "tickets" feature.
- Integrated custom forms, internal tickets, and aligning them with Jira operations.
- Developed a custom platform named "TicketHub".

2020-10 -

### Owner

Current

*Rosenthal Development Group, Indian Land, SC*

- Created more than 30 business applications
- Managed hosting, server infrastructure
- Constantly improving the dev workflow for most sites
- Gave multiple domains a breath of life migrating from other platforms, languages to Laravel or upgrading from older versions to maintain the latest

2019-05 -

### Senior Software Engineer

2021-01

*Nu Image Medical, Remote*

- Responded effectively to management requests. These tasks have encompassed a broad spectrum of

UX Design Principles

Solution Recommendations

HTML and XML

System Administration

Project Documentation

Build releases

Git

Shopify

responsibilities.

- Redesigned the entire website with TailwindCSS, ensuring they were fully responsive.
- Developed and modified custom Vue.js components, contributing to the development of dynamic user interfaces.
- Upheld data privacy, ensured compliance with HIPAA regulations, I prioritized the confidentiality of sensitive data, implementing robust measures to prevent unauthorized access or breaches.
- I frequently assessed and resolved emerging issues, utilizing analytical skills to identify the most effective solutions. This involved considering both immediate and long-term implications, as well as the need to address issues promptly in line with business demands.

2018-07 -  
2019-12

## Senior Software Engineer

*Fast Growing Trees/Brighter Blooms , Fort Mill, SC*

- I managed the intricate process of migrating two Xcart websites to the Shopify platform.
- I built Laravel 5.2 models to correctly define relationships and port data using Shopify's REST Admin API to convert from a MSSQL to a MYSQL DB.
- Used Dell Boomi and custom CRON scripts, I synchronized a multitude of data fields, including product/variant data and metadata (over 100k fields), inventory incorporated complex calculations, historical customer data, gift card balances, reviews, Q&A, and product images.
- I managed the translation of historical discounts into Shopify's discount format.
- I introduced Vue.js to the company's "Control Center," the central hub for all business logic. With this technology, I developed several tools utilizing Vue.js and a custom API to enhance the company's productivity.
- I constructed the company's API workflow and logic for handling external queries relating to custom business logic. To ensure secure access, I established an oAuth 2.0 server to process authorized requests.
- I integrated an SQS queue system for importing

orders from our various channels to streamline the process.

- As part of our scaling efforts, we transitioned from a monolith to a microservices architecture in AWS. During this process, I achieved certification as an AWS Cloud Practitioner.

2017-11 -  
2018-07

## Senior Back End Developer

*Elevation Church , Matthews, NC*

- Rebuilt the Church Online Platform: I ensured that the church could fully control the user experience. This significant undertaking resulted in an annual cost savings of nearly \$100,000 for the church.
- I developed the Roku channel for Elevation Church, contributing to an increase in weekly viewership by over 15,000 users. This expanded the church's reach and allowed them to engage more effectively with their community.
- Website Maintenance: Ensured optimal performance and up-to-date content, I was responsible for maintaining the uptime and updates for all church websites, including StevenFurtick.com and ElevationWorship.com.
- Organized the pre-existing team of developers into their respective roles, empowering them to utilize their skills to their fullest potential and encouraging their professional growth.
- I built several full-scale projects for the church, contributing to the enhancement of the church's digital infrastructure and the effectiveness of their online outreach.

2016-04 -  
2017-11

## Lead Front End Developer

*Gateway Professional Network , Remote*

- Spearheaded several critical projects, contributing significantly to the company's product development and branding efforts.
- Rebranded the company's flagship product, a platform used by optometrists, branch managers, and consultants to make informed decisions based on sales performance data visualized in charts and graphs. This product was built using AngularJS and

Highcharts.

- Conceptualized, branded, and developed the infrastructure for a custom product/dashboard for Essilor, the world's largest lens and frames distributor.
- Created mock-ups, templates, and the underlying infrastructure. This successful project continues to serve nearly 4 million users daily.
- Familiarized myself with, adopted, and applied the Scrum Agile workflow methodology to my projects. This led to increased efficiency and productivity in their development process.

2014-04 -  
2016-04

## **Owner**

*WebRev LLC , Remote*

- I demonstrated strong entrepreneurial acumen, leading the growth of my startup from a humble beginning with a single computer to generating a substantial six-figure income within just 12 months.
- Revamped and rebuilt a website for a prominent lawyer in Florida, a project which not only increased their revenue but also provided their marketing team with more comprehensive insights into potential traffic losses to competitors.
- Rebranded the largest oil broker in Mexico, contributing significantly to their corporate image and market presence.
- For a nationally syndicated television personality, I developed a suite of custom tools and widgets, enhancing their digital interface and user engagement.
- Single-handedly built a custom e-commerce platform for an infomercial company, which later gained prominence on notable platforms such as HSN and QVC.

2012-01 -  
2014-04

## **Client Liaison Frontend Developer**

*The Coding Pit Inc. , Remote*

- Created and developed logos using Adobe Illustrator and Photoshop, learning the essentials of graphic design.
- Familiarized myself with basic HTML, establishing a foundation for web development

- I further expanded my skill set by learning CSS3, enhancing my understanding of website styling and layout.
- By learning Javascript, jQuery, and jQuery Mobile, I developed a fundamental understanding of how Javascript frameworks function.
- I navigated the complexities of AngularJS, overcoming challenges such as Cross-Origin Resource Sharing (CORS) issues.
- I explored the capabilities of WordPress, eventually creating custom plugins and themes to enhance website functionality.
- I mastered Shopify's Liquid templating language, broadening my expertise in e-commerce platforms.

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## Education

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2007-06 -	<i>Lake Tech - Leesburg</i>
2009-12	CAD Certificate
2008-01 -	<i>Lake Sumter State College</i>
2010-05	AA - Graphic Design 3.5 GPA
1998-09 -	<i>Beaver River Central School</i>
2001-05	General plus 1 year Info Tech Management National Honor Society