

Shane Rosenthal

Web Developer



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Boasting a successful 12-year tenure as a Full-Stack Laravel Developer, a robust record of achieving excellence in all projects undertaken marks the professional journey. This accomplishment owes much to a constant determination to enhance workflows, reduce operational costs, and an unflagging pursuit of emerging technologies and methodologies that bolster career growth.

In addition to a formidable technical prowess, a diverse spectrum of interests and skills further strengthens the professional profile. Entrepreneurship takes form in the ownership and management of a vending machine company, with business acumen ensuring its sustained success. Creativity gets channeled into a role as a recording artist, a passion for music and the arts finding vibrant expression. Community engagement manifests in a leadership role within a local Boy Scout troop, nurturing teamwork and personal growth among young members. In a testament to the commitment towards skill acquisition, a qualification as an instrument-rated pilot showcases discipline and focus.

With an orientation towards detail, flexibility, creativity, and a solid technical foundation, a dynamic personality and effective communication skills stand out as distinct qualities. These attributes, in concert with a proven ability to adapt to diverse teams and environments, serve to underline a holistic approach to both professional and personal life.



Skills

- Laravel (Livewire, Vapor, Forge, Envoyer, Nova, Filament) ●●●●●
Excellent
- Cloud Solutions (AWS) ●●●●●
Excellent
- UI/UX (Vue.js/Tailwind CSS) ●●●●●
Excellent
- Git ●●●●●
Excellent
- UX/UI and Site Optimization ●●●●●
Excellent
- Custom APIs and Authorization ●●●●●
Excellent



Work History

2021-01 - 2023-06

Software Developer

Pfizer/Approval, Remote

During my engagement with Pfizer, I held key positions within the Stratus and Spaces teams, contributing significantly to their software development projects.

My journey began with a focus on improving DevOps processes. I was entrusted with designing and integrating deployment automations to streamline workflows. This responsibility included identifying our technological needs, proposing solutions, and utilizing tools such as Github Actions and Ansible scripts. I also created custom Cloudformation resources and developed AWS Pipelines to enhance efficiency.

As I transitioned into the Stratus team, I concentrated on advancing the "tickets" feature. I was instrumental in integrating custom forms, internal tickets, and aligning them with Jira operations. My involvement culminated in the development of a custom platform named "TicketHub".

As the pioneering, and for a period the sole, developer of TicketHub, I took on the challenge of creating a robust and user-friendly platform. TicketHub allows administrators and users to manage their team's ticketing processes with ease. Users can define "Channels", such as Jira, Zendesk, and email, and specify how the

application should interact with these channels. They also have the flexibility to create "Topics" that essentially represent different types of tickets. This involves determining the title and fields for a form, and establishing the process for handling a ticket upon submission by an end user.

To enhance the user experience, TicketHub was designed with a custom JavaScript/Vue/Vuetify widget. This widget facilitates easy installation, offering a way to connect any frontend, stateful or otherwise, to the TicketHub API. This ensures a consistent and intuitive interface across various Pfizer teams and websites. Once connected to the TicketHub API, a list of Topics displays for the user to select from, forms are presented, and appropriate success or error messages are displayed, enhancing the overall user interaction.

Owner

Rosenthal Development Group, Indian Land, SC

Under my own enterprise, Rosenthal Development Group, I have engaged in an array of side projects over the past 2-3 years, leveraging my expertise to deliver value for a diverse set of clients and purposes. These projects include:

AC Depot Bahamas: I developed a custom e-commerce website using Laravel and Nova. The site integrates with FAC, an underdeveloped payment processor, demonstrating my ability to work with a range of technologies and adapt to different needs.

Mraki.io: This innovative project saw me creating the first generative art NFT marketplace on the Polygon network, showcasing my capabilities in the burgeoning field of blockchain and digital assets.

JetLocker.co: I built a custom Laravel project for JetLocker to assist in managing shipments and packages. The system also delivers status updates on tracking packages sent from the US to the Bahamas, thus enhancing their operational efficiency.

JornsCaresAct: This dashboard was designed for affiliates and managers to view upcoming commissions. It also provides a platform for managers to input data to process commission payments, streamlining their administrative duties.

2019-05 - 2021-01

Troop275.indianlandscouting.org: I developed an SEO-friendly information page for our local Boy Scouts. The resulting increase in visibility has led to the recruitment of more than 20 new Scouts within the first six months of its launch.

Vendesk.online: This Vending Management System (VMS) enables vending machine owners to track inventory, monitor sales, and log miles for tax reporting purposes. This custom solution has significantly improved their operational management and financial reporting.

These projects demonstrate my versatile capabilities and commitment to delivering bespoke solutions across a range of industries and requirements.

Senior Software Engineer

Nu Image Medical

As a crucial member of the team, my primary responsibility involved responding effectively to management requests. These tasks have encompassed a broad spectrum of responsibilities, including:

Redesigning landing and splash pages: I was tasked with transforming our website's landing and splash pages, ensuring they were fully responsive. This was achieved using Tailwind CSS, which enhanced the overall user experience and interface design.

Developing Vue.js components: My role extended to creating and modifying custom Vue.js components, contributing to the development of dynamic user interfaces.

Upholding data privacy: Ensuring compliance with HIPAA regulations, I prioritized the confidentiality of sensitive data, implementing robust measures to prevent unauthorized access or breaches.

Problem-solving: 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

Laravel environment: Working within a Laravel 5.8 framework, I leveraged various core functions to maximize efficiency. These included Test-Driven Development (TDD), Events, Notifications (for SMS, Email, and Slack), Validation Rules, Routing, Auth Guards, Custom Middleware, and Eloquent. This extensive utilization of Laravel's capabilities enhanced the effectiveness of the solutions delivered.

Senior Software Engineer

Fast Growing Trees/Brighter Blooms

In my role, I managed the intricate process of migrating two Xcart websites to the Shopify platform. This involved a variety of responsibilities:

Data migration: By connecting to the MSSQL server where the existing data was stored, I built Laravel 5.2 models to correctly define relationships and port data using Shopify's REST Admin API.

Data synchronization: Using Dell Boomi and custom CRON scripts, I synchronized a multitude of data fields, including product/variant data and metadata (over 100k fields), inventory incorporating complex calculations, historical customer data, gift card balances, reviews, Q&A, and product images. Furthermore, I managed the translation of historical discounts into Shopify's discount format.

Implementing Vue.js: 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.

API workflow: 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.

Queue system: I integrated an SQS queue system for importing orders from our various channels to streamline the process.

Scaling and certification: As part of our scaling efforts, we're transitioning from a monolith to a microservices architecture in AWS. During this process, I achieved certification as an AWS Cloud Practitioner and am currently pursuing my Solutions Architect certification.

Senior Back End Developer

Elevation Church

As a key member of the development team, my responsibilities encompassed a wide range of tasks, including the following:

Rebuilding the Church Online Platform: Undertaking the complete reconstruction of the Church Online Platform, I ensured that we could fully control the user experience. This significant undertaking resulted in an annual cost savings of nearly \$100,000 for the church.

Roku Channel Creation: I developed the Roku channel for Elevation Church, contributing to an increase in weekly viewership by over 8,000 users. This expanded our reach and allowed us to engage more effectively with our community.

Website Maintenance: Ensuring 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.

Team Leadership: I 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.

Project Development: During my tenure, I built several full-scale projects for the church, contributing to the enhancement of our digital infrastructure and the effectiveness of our online outreach.

Lead Front End Developer

Gateway Professional Network

In my role, I spearheaded several critical projects, contributing significantly to the company's product development and branding efforts:

Product Rebranding: I was responsible for the complete rebranding of 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.

2014-04 - 2016-04

Custom Product Development: I conceptualized, branded, and developed the infrastructure for a custom product/dashboard for Essilor, the world's largest lens and frames distributor. This involved creating mock-ups, templates, and the underlying infrastructure. This successful project continues to serve nearly 2 million users daily.

Scrum Agile Workflow: Eager to enhance my skillset, I familiarized myself with, adopted, and applied the Scrum Agile workflow methodology to my projects. This led to increased efficiency and productivity in our development process.

Owner

WebRev LLC

As the founder of my own business, I've 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.

Legal Website Redesign: I 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.

Branding for Oil Broker: I was responsible for the rebranding and face-lift of the largest oil broker in Mexico, contributing significantly to their corporate image and market presence.

Custom Tools for TV Personality: For a nationally syndicated television personality, I developed a suite of custom tools and widgets, enhancing their digital interface and user engagement.

E-commerce Platform: I single-handedly built a custom e-commerce platform for an infomercial company, which later gained prominence on notable platforms such as HSN and QVC.

Through my endeavors, I have exhibited not only technical proficiency but also business acumen, creativity, and an unwavering commitment to success.

Client Liaison/Frontend Developer

The Coding Pit Inc.

My journey into web development commenced at my father's firm, where I was entrusted with the role of managing relationships between our clients and our outsourced developers based in China. This position also provided me with a unique opportunity to immerse myself in the field of development. I started from the ground up, progressing through a sequence of skills and tools:

Graphic Design: I began by creating and developing logos using Adobe Illustrator and Photoshop, learning the essentials of graphic design.

HTML: I then familiarized myself with basic HTML, establishing a foundation for web development.

CSS: I further expanded my skill set by learning CSS3, enhancing my understanding of website styling and layout.

Javascript and jQuery: By learning Javascript, jQuery, and jQuery Mobile, I developed a fundamental understanding of how Javascript frameworks function.

AngularJS: I navigated the complexities of AngularJS, overcoming challenges such as Cross-Origin Resource Sharing (CORS) issues.

Wordpress: I explored the capabilities of WordPress, eventually creating custom plugins and themes to enhance website functionality.

Shopify: I mastered Shopify's Liquid templating language, broadening my expertise in e-commerce platforms.

However, due to our largest client filing for bankruptcy, I foresaw our inevitable dismissal six months in advance. I seized this as an opportunity to leverage my newly

acquired skills and started my own company, securing new clients and commencing a new chapter in my career.



Education

2007-06 - 2009-05

Lake Tech

CAD Certificate

2008-01 - 2010-05

Lake Sumter State College

AA - Graphic Design

3.5 GPA

1998-09 - 2001-05

Beaver River Central School

General plus 1 year Info Tech Management

National Honor Society