

Stan J. Alachniewicz
949.371.3544
stan_alach@hotmail.com

840 Turquoise St, #102, San Diego, CA 92109
www.riptide7.com
github.com/garek007

SUMMARY

Effective leader with 8+ years of development experience. Efficient, detail oriented, with ability to multi-task effectively. Design and management based background makes me unique in the development world in that I am able to interface with clients directly and have an eye for design. Able to work individually or among cross-functional teams. I love solving complex problems, and have outstanding communication skills.

BACKGROUND: PHP, MySQL, Drupal, WordPress, Joomla, Cake PHP, Symfony, ExactTarget API, Git, SOAP, REST, JavaScript, JQuery, Angular, CSS3, Sass, HTML5, Google Tag Manager, Google DFP, Photoshop, After Effects, Premiere, Indesign, Director, Flash, 3D Studio Max, Media 100, PowerPoint

EXPERIENCE

San Diego Tourism Authority: Interactive Manager/Web Developer **Sep 2014-Present**

Manage digital landscape including email marketing, Google Analytics and multiple websites (WordPress, Sitecore, and Drupal). Add PHP code updates as needed.

- Worked with **ExactTarget API** for triggered emails, subscriber acquisition and other interactions.
- Using the **Symfony3 framework** developed a web-based drag and drop email building application for rapid builds and error reduction. This system uses the **TWIG** template engine and utilizes the **ExactTarget API**.
- Used the **Authorize.net API** to build pay.sandiego.org, an online payment portal for members.
- Built a **Drupal** based publishing workflow tool where content authors can write articles and submit them for review. Editor can review and publish or reject submissions. Emails are triggered at each step.
- Used **JavaScript, ScrollMagic, GSAP and JQuery** to create scrolling, animated annualreport.sandiego.org.
- Executed RFP to interactive agencies nationwide. Currently working agency partner on functional testing.

Accumetrics: MarCom Manager/Web Developer **Feb 2012-Sep 2014**

Managed website and continually monitored for improvements. Planned and executed email marketing, lead generation and Google AdWords campaigns working closely with the sales and marketing teams.

- Redesigned website utilizing **PHP, JQuery, CSS and Joomla**; New design consolidated redundant information and optimized content for SEO and ease of maintenance.
- When Accumetrics was acquired, I redesigned and developed the site again using **Drupal**.
- Developed concepts for advertising campaigns, then tracked and measured ROI. Provided sales team with valuable insight into hot leads using email/website tracking software.

Alphatec Spine: Manager of Design, Web Development and 3D **Jul 2009-Feb 2012**

Maintained standard for the corporate brand. Designed and produced all web, video and print graphics.

- Created micro sites for Alphatec Spine products using **JQuery, Joomla, PHP, CSS, HTML**, and **Google Analytics**. Optimized existing site for larger screen resolutions, and converted table-based layout to CSS

- **UI wireframe design and project manager** for company's first IPAD application from concept to completion; This included budgeting, selection of app developer via RFP and negotiating contract terms; Worked with the vendor to assure app could be updated via an internal secure SharePoint based document portal; Measured ROI of app and saw literature costs fall by at least half.
- Cut annual photography costs by at least \$4,000 by using 3DS Max and HyperShot to render and animate product images; Optimized printing procedures, resulting in approximately \$25,000 savings annually
- Established process and authored documentation for the translation of marketing collateral

Dahlin Group: Digital Graphics Manager/Web Designer

Mar 2002-Jul 2009

Designed and produced all web, video and print graphics. Maintained standard for the corporate brand.

- Revamped table-based website using **PHP, JavaScript, CSS and Flash** to make editing and updating possible for non-technical staff; Streamlined code for SEO and made standards compliant
- Improved the response time of the marketing department by implementing a PDF workflow using **JavaScript based forms** for marketing materials
- Wrote **scripts for Photoshop (JavaScript)** to automate common tasks among the graphics team, improving efficiency and productivity, allowing more time for billable hours
- Developed a **JavaScript for Photoshop** which took a batch of images, saved in three sizes, and dynamically wrote an html image gallery with thumbnails

Studio 4, Interactive: Multimedia Designer

Jun 2000-Feb 2002

Designed web interfaces, icons, newsletters, PowerPoint templates & presentations, and 3D models.

Developed interactive applications using Macromedia Director with **Lingo and Flash with ActionScript**

FREELANCE WORK

1999-ongoing

[Trebazine](#) – San Diego, CA | WordPress theme migration support and general maintenance

[Vegas Auditions](#) – San Diego, CA | WordPress theme support and general maintenance

[HealthCare Links](#) – Florida | Created Joomla website

Crossroads Trading Company – Berkeley, CA | Created dynamic Acrobat Forms using JavaScript

[Replication Medical](#) – Cranbury, NJ | Custom Joomla template and website, easily maintained by client

Scripps Healthcare – San Diego, CA | Responsive email template coding

Charco Design Build – El Cajon, CA | Joomla website with dynamically generated slideshow

Roger Shanks Consulting – Las Vegas, NV | Website, HTML and CSS

Integrated Janitorial Services – Pleasanton, CA | Website using HTML and CSS

The Oya Group – San Jose, CA | Macromedia Director programming using Lingo, PowerPoints, icons

Duarte Design – Mountain View, CA | PowerPoint template design and production

EDUCATION

California State University Hayward BA Art

MAJOR: Art, option in Multimedia - **MINOR:** Creative Video

Delta Chi Fraternity - Hayward, CA Chapter - Executive Board Member / Alumni Director