

# GEORGE OBRIEN

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Google IT Certified Professional ■ Web Designer & Developer ■ Project Manager

Educated Self-Starter Team-Oriented Technology Enthusiast

I am a self-starter, highly energetic, and motivated information technologist with web designer, developer, coder, project manager, and SEO applied experience who brings hard skills to help further the organization and soft skills to strengthen and build teams.

I believe my success and experience in building lasting companies and developing and maintaining projects from the ground up have resulted from the considerable time I have spent investing in myself. Formal education, self-learning, strong test-taking, and mathematics combined with creative problem-solving skills have led to a solid scientific, data analytics, information technology, management, and entrepreneurial background that will directly contribute to your organization immediately. My long history playing team sports and working in team environments has also granted me core soft skills allowing for meaningful and productive working relationships. I am very open to feedback and respond and adapt proactively. I can contribute to a strong team and work ethic utilizing natural and learned social skills such as active listening and emotional intelligence.

## — Selected Highlights —

**My biggest win over the last ten years has been building a successful information technology company (focused on design and development) from the ground up with no capital or formal training.** My goal was simple. Create an easy buyer experience built on the back of a strong client-oriented relationship and the ability to perform numerous technical needs to keep clients happy and under one roof.

→ 95% Retention ←

→ 100% Satisfaction ←

## — Areas of Expertise —

Project Manager  
Website Designer  
Website Developer  
Wordpress Expert

Magento 2.0  
HTML5/CSS3  
PHP Scripting  
jQuery/Javascript

→ Digital Design  
→ Business Manager  
→ MS Office 365  
→ SEO

## EMPLOYMENT EXPERIENCE

**Goge Web Design**  
**Owner, Web Designer & Web Developer**

**2010 - Current**  
**Asheville, NC**

Initially, I wanted to break into information technology and learn scripting and programming languages in addition to the digital arts as I considered an asset to be great at both skill sets. I wanted to create beautiful mobile responsive websites for new and existing businesses. While obtaining my master's I was simultaneously honing my **digital design (branding)** and **CMS** skills in the **Wordpress and Magento platforms**. I started out

freelancing and after about a year or so, through word of mouth and successful **organic SEO** for the Asheville and Wilmington area, built up enough clientele to keep myself busy locally and globally.

- Initially identified key needs in the market and developed a plan and strategy to break into it utilizing key research on existing design and development firms and the needs businesses had and would have over the next ten to twenty years.
- Goge grew in clients and contracts continuously for the next several years. From a handful to more than 3 dozen client projects per year ranging from **graphic design** to **mobile responsive design/redesign** to Magento ecommerce design or maintenance.
- In 2015 the Goge name landed a high-end account that had several **e-commerce** websites, a **SaaS development** project, and a new business start-up that needed full-time effort and my full range of skills listed below.
- Initialized full-time project management working with and overseeing four skilled specialists to assist in launching the start-up, maintenance of existing e-commerce websites and their modernization.
- In late 2017 after project completion, I began to further my education and obtain a degree in Computer Science. I went back to school, tended to family, and began to pick up several additional information technology skills that included infrastructure, operating system management, server administration and database management, as well as cybersecurity training.

***Southwestern Community College***  
***Event Technology Specialist***

***Sylva, NC***

SCC, a leading community college in Western North Carolina, provides event technology services and conference rooms for local, statewide, and national events. My position entailed creating a smooth experience for those who booked conference rooms, as well as making sure graduation and pinning ceremonies went off without a technical hitch.

- **Plan, organize, install the technical operations and equipment** necessary for all events utilizing the **Crestron** system.
- **Managed and directed** events from start to finish.
- Responsible for applying technical regulations and standards, regulations relating places of public assembly, and the legal provisions related to data protection, intellectual property rights and personal privacy.
- **Direct IT and other event staff** to meet the needs and requirements of each event.

***Alliance Automotive, Inc***  
***Project Manager, Brander, Designer, and Developer for E-Commerce Co.***

***2015-2017***  
***Wilmington, NC***

Alliance Automotive already was an established and successful auto parts company. They're Magento website was outdated, and the branding was poor. I was brought in to modernize and maintain their site as well as work on rebranding.

- **Magento 2.0 responsive design, development, and maintenance**
- **Rebranding** of their logo and various white-label products to increase sales and revenue.
- Add new Magento features to increase the capabilities of their site such as better search query, easier to navigate menu, and some additional third-party applications.

**Band-Tees, Inc**  
**Project Manager, Brander, Designer, and Developer for E-Commerce Co.**

**2015-2017**  
**Wilmington, NC**

Band-tees is a highly successful e-commerce clothing company. They were built on an old platform that predated Wordpress. They needed **migration to Magento** and to be fully redesigned for the future of mobile users so mobile responsiveness was a must. In addition, they needed many of my classic roles I performed including branding.

## EDUCATION & TRAINING

### Formal Education:

B.S. Industrial Chemistry Western Carolina University 2008

M.S. Entrepreneurship Western Carolina University 2012

### Certifications & Online Learning:

Google IT Support Professional

## SCRIPTING AND COMPUTER LANGUAGE ABILITIES

PHP, HTML5, CSS3, JavaScript/jQuery, Node.js, ASP.NET, SQL, PowerShell, Python

## BASIC COMPUTER, APPLICATION, AND ADDITIONAL SKILLSETS

**Windows and MacOS:** BIOS and Command Line, Azure Active Directory management, Microsoft 365 apps: Word, Excel, PowerPoint, Teams, SharePoint, and OneDrive

**Adobe applications:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro

**Digital Design:** Branding, UI/UX design, experience, and optimization

**PMP & Team Management:** Asana, Basecamp, Trello, Wrike, ClickUp

**Other:** Domain pointing, hosting, and management, Server setup and networking, VPN setup and utilization, Remote setup and utilization, database management and optimization, SEO, and SEM, MozCast, Google Analytics, Google My Business, Bing Business, Local SEO

**CMS Related:** Wordpress plugins i.e., Yoast SEO, Jetpack, WooCommerce, W3 Total Cache, Akismet, iThemes, XML Sitemaps, HubSpot. Magento extensions: Full Page Cache, Live Chat, Poptin, MageWorx SEO, Bronto, Amasty A/B Testing