

# MATTHEW MANNELLO

Web Development/Design

3200 S 1st St. Apt 711

Austin, TX 78704

**P:** 347.495.5199

**E:** matt@rockulardevice.com

---

<http://rockulardevice.com>

## EXPERIENCE

### Rockular Device

03/2010 - Present

Owner/Designer/Ruby on Rails Developer

- Continuing, self-started, project to create simple, custom CMS platforms primarily using the Ruby on Rails platform.
- Worked directly with client from concept to deployment.
- Often developed and utilized relational databases, file/image uploading functionality, tagging functionality, and custom wordpress themes (for integrated blogs).

### Oktane/Octopus Media

03/2006 - 03/2010

Senior Manager of Interactive Production

- Worked steadily up through small CD Based Direct Marketing Firm (Octopus), and then on to work up through it's Web Video/Development sister (Oktane).
- Initially handled all CD mastering and launch program coding in LUA. Eventually took opportunity to move into web development. Educated myself through practice and depending on the needs of current projects in multiple coding languages, platforms, programs, and web best practices. By end of tenure was senior front end developer, and in charge of all interactive development.
- Handled site coding and implementation. Received layered photoshop site comps from designer, and took the process all the way through to site completion.
- Heavily employed jQuery and Flowplayer functionality throughout Oktane and client properties.
- Practiced white hat SEO techniques on all sites developed.
- Dealt directly with clients, throughout/post the development process.
- Successfully navigated projects and coding languages outside of my comfort zone and skillset. Often juggling as much as 10 projects in various stages of completion. Also handled everything from site updates, image asset creation, technical troubleshooting, IT tasks, etc...
- Integral in developing Oktane Media's v1 video serving platform, a basic CMS built on the Ruby on Rails platform, for our web video properties.

## **SKILLS**

Ability to apply knowledge of web best practices to any stage of website development. Namely the coding of website front-ends.

Ability to utilize a variety of programs necessary in the creation, customization, or utilization of image, video, or audio assets. Strong skills in manipulation and dissection of photoshop comps.

Understanding of MVC architecture, and DRY coding. Applied understanding of both in development of Ruby on Rails web applications.

Not only the ability, but need to apply proper and clean formatting to code, as well as create sites which are fully functional, and look as they should on all relevant browsers.

Experience in implementing white-hat SEO techniques. As well as advanced tracking techniques (tracking events, etc...) in Google Analytics.

Ability to apply current knowledge logically, solve problems, overcome obstacles, and learn or re-learn techniques or languages on the fly to fulfill a goal or complete a project.

## **LANGUAGES**

XHTML/HTML, CSS (1,2,3), Javascript, Ruby, Rails, XML, PHP, SQL, XQuery, XPath, ASP, LUA

## **PLATFORMS & TOOLS**

jQuery, Flowplayer, Google Analytics, Wordpress, Zen Cart, Tumblr, Joomla, Drupal, and MarkLogic.

## **PROGRAMS**

Textmate, Dreamweaver, Photoshop, Illustrator, InDesign, Terminal, AutoPlay Media Studio, Toast, OmniGraffle, OpenOffice, FastTrack Schedule, On2 Video Encoder, Final Cut Pro, Soundbooth