

**Jesse Parrott**  
4231 Humboldt Drive  
Huntington Beach, CA 92649

**Phone:** 714-313-6305 (Mobile)  
**E-Mail:** [jesse@parrotcoder.com](mailto:jesse@parrotcoder.com)  
**Online:** [www.parrotcoder.com](http://www.parrotcoder.com)

## **DIGITAL MARKETING / WEB DEVELOPER / GRAPHIC DESIGNER / SYSTEMS ANALYST**

**Interface Design, Internet Technologies, SaaS Development, Network Administration, Teacher**  
Digital Media Advertising - Web Production and Design - Email Marketing - Server Administration  
Email Administration - Systems Support - Graphic Designer - Database Administration - Programming

### **Summary of Qualifications**

Fluent in PHP, XML, HTML5, CSS3, jQuery and JavaScript with experience in responsive web design, UX and UI design, No-SQL and SQL, digital marketing and SEM/SEO, printed advertising design, mobile device optimized design, front-end GUI design, as well as digital illustration and content management systems. Skilled in digital media development and design for touch interfaces, web development in a LAMP environment utilizing MVC, databases, AJAX, REST APIs and version control systems. Also experienced in linux server security.

### **Professional Experience**

- **CTE Business Teacher** - Pacifica High School – *Garden Grove, CA* 2018-Present
- **Entrepreneur / Owner** - Back Row Advertising, LLC. – *Costa Mesa, CA* 2014-2018
- **Web Developer / Systems Analyst** - RR Media Inc. – *Huntington Beach, CA* 2009-2014
- **Marketing Producer / Systems Analyst** - Commonwealth VW & Audi – *Santa Ana, CA* 2008-2009
- **Interactive Marketing Director / Systems Analyst** - Lamborghini Orange County – *Santa Ana, CA* 2006-2008
- **Web Developer / Web Producer** - Amies Communications – *Irvine, CA* 2004-2006

*See Next Page for Detailed Job Descriptions*

### **Software Skills**

**Linux:** LAMP, CentOS/Redhat, Ubuntu/Debian, FreeBSD, Nginx, Apache, MySQL, Networking/IP Tables, Shell Scripting, Selenium, SSH, MongoDB, ColdFusion Server, Samba, BIND DNS, XEN Virtual Server

**Programming Languages:** PHP, JavaScript, jQuery, XHTML/DHTML/HTML, CSS3, DOM, JSON, CFML, CFScript, ActionScript, SQL, XML, Perl, Bash-Scripting, Cisco IOS

**Partial Software List:** Adobe Creative Cloud Suite, Microsoft Office, Open Office, ColdFusion Studio, Final Cut, WinSCP, Microsoft SQL Server Management Studio, Visual Studio, BBEdit

### **Hardware Skills**

LAN/WAN Networking/Routing/Firewalls, Cisco IOS, VoIP, WI-FI, SCSI, RAID, Bluetooth, X-10, ISSA

### **Education and Training**

Career Technical Education (CTE) Teaching Credential  
Associate of Arts Degree in Computer Graphics  
Courses in Linux Security, Web Standards and Graphic Design

### **References**

Available upon request

## **Professional Responsibilities**

### **2014-2018 – Entrepreneur / Owner**

Back Row Advertising, LLC – *Costa Mesa, CA*

- Founded a B2B digital marketing company that specialized in Email, web, mobile and affiliate advertising
- Designed and coded email campaigns, including custom HTML emails, responsive landing pages, etc.

### **2009-2014 – Web Developer / Systems Analyst (Specializing in DNS)**

RR Media Inc. – *Huntington Beach, CA*

- Maintained DNS name server network supporting large CIDR networks \*Multiple slash 16's, etc.
- Managed large scale (high traffic) Apache web server network including security and load balancing
- Marketed, designed, produced, coded and maintained email capture websites / email campaigns with SSH Server Automation, PHP, MySQL, XML and HTML5/CSS3
- Designed multiple mobile optimized websites, landing pages and email capture / signup networks including email unsubscribe, suppression and complaint management
- Designed, recoded and implemented mail campaign management system for mail server network used by mail senders to control sending email offers, server IP assignment, domain usage and email tracking
- Created offer reports (using Google Chart Tools API) based on mail tracking data including opens, unique IPs, clicks and other trackable data

### **2008-2009 – Marketing Producer / Systems Analyst**

Commonwealth Volkswagen & Audi – *Santa Ana, CA*

- Maintained all job responsibilities from previous position at Lamborghini Orange County (was under same ownership) and managed employee LAN and Windows workstations
- Marketed, designed, produced, coded and maintained all dealership websites / email campaigns with CFML, MS SQL, PHP, MySQL, XML HTML4/CSS2 and Flash Remoting

### **2006-2008 – Interactive Marketing Director / Systems Analyst**

Lamborghini Orange County – *Santa Ana, CA*

- Responsible for all marketing materials and collateral, produced advertisements for publications and press, both print and online including multiple Google Ad Words campaigns
- Marketed, designed, produced, coded and maintained multiple intricate dealership websites with HTML/CSS, CFML, SQL, XML, PHP and Flash ActionScript
- Managed IIS web servers and website domains, developed online marketing, search engine optimization (SEO) and managed email campaigns for all dealership websites and executives
- Developed, designed and implemented LAN/WAN/MPLS networks, servers, workstation configurations and VoIP phone system programming (ShoreTel and Allworx) for multi-location executive offices, Internet sales, showrooms and service
- Maintained network, windows servers and workstations to accommodate dealership software needs such as Reynolds & Reynolds, ADP, F&I, AVV, CRM and other lead management programs, as well as inventory management applications
- Developed and programmed custom inventory management systems to control new and used inventory data feeds to multiple sales websites such as AutoTrader, Cars.com, DuPont Registry, etc.
- Designed, developed and implemented Internet Sales Department processes, workflow, customer response email templates and email marketing campaigns for Lamborghini, Lotus, Audi, Volkswagen and other major brands

### **2004-2006 – Web Developer / Web Producer**

Amies Communications – *Irvine, CA*

- Managed a team of five developers to produce interactive media projects and websites on schedule and within budget
- Designed media, website graphics and user interface to meet clients needs and expectations
- Programmed dynamic components and database content retrieval for intricate client websites while maintaining cross-browser compatibility and adhering to W3C standards.
- Built and maintained user managed websites with CFML, MS SQL, PHP, MySQL, JavaScript and Flash remoting technologies
- Trained clients to use administration websites for managing dynamic content and web presence