

JOHN MURCH

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SUMMARY

Creative and talented technology expert with a background in web development and marketing, who is highly self-motivated with excellent problem solving skills.

Proven track record of creating innovative products on time.

EDUCATION

UNIVERSITY OF VERMONT
BA, Computer Science

CompTIA A+ Certification

SKILLS

WEB DEVELOPMENT

HTML

CSS

JavaScript

Node.js (Express.js)

MongoDB

MySQL

GIT

APPLICATIONS

Heroku

Amazon (AWS) S3

Adobe Photoshop

Microsoft Office

(Word, Excel, PowerPoint)

Adobe Marketing Cloud

(Sitecatalyst, Discover, Test & Target)

Google Analytics/Tag Manager

WordPress

EXPERIENCE

2015-Present | Prolific Interactive, Lead Backend Engineer

- Provided overall technical and strategic guidance on growing and building the SaaS solutions and Mobile API services
- Led diverse team of developers on building new app features for client including Alex and Ani, David's Bridal and Lilly Pulitzer
- Improved process of code reviews, audits, documentation and monitoring

2014-2015 | USA Rx, Chief Technology Officer (CTO)

- Built custom CRM system (Express.js/MongoDB/Bootstrap) used by 800+ sales reps at 40,000+ medical practices nationwide, in partnership with a Fortune 300 company
- Created various API integration applications, including SendGrid for trigger emails, AfterShip for package delivery, Geocodio for latitude and longitude, Heroku one-off dyno's for scaling, Amazon S3 for storage, and Google Maps
- Created a custom Medicine Finder, which leveraged internal usage data, pharmacy data and drug data: <http://api.usarx.com/medicine>
- Built a Pharmacy Finder that leveraged Google Maps, Geocodio and a custom built API: <http://api.usarx.com/pharmacy>
- Led team in creating a custom PhantomJS and Nightmare script which generates over 7,500 unique office reports each week, showcasing statistics and information such as pharmacy usage (Google Maps), various demographic data (Google Charts) and an internal Drug Savings API
- Generated internal reports and analytical reports for both the internal team as well as for the 800+ sales reps and managers
- Created and Launched "Right Now Dental", a dental discount website, <https://www.rightnowdental.com> that uses custom growth tactics such as emailing leads by using a custom exit modal as well as leverage Google Analytics Goal Tracking and Audience Pixels

2010-2014 | College Board, Search Engine Optimization Manager

(Short-term contract hire developed into full-time position)

- Achieved growth in organic traffic by over 20%, resulting in more than 50% of College Board web traffic coming from organic search and millions in revenue
- Led SEO best practices and on-page optimization on over 70 newly launched microsites, including redirect strategies and internal linking
- Helped team member to implement Adobe Search & Promote on multiple sites, including developing a ruby script to convert current on-page content into a XML file to save development time and resources
- Analyzed and tracked campaign progress with SEOMoz

TESTIMONIALS

“JOHN IS AN EXTREMELY RARE FIND.

I've never met anyone with such a deep knowledge base across online marketing, web technologies, and innovation ... the fact that he exudes creativity and big thinking would make him an asset to any company.”

— **BILL ELWARD**

Senior Director of SEO at Bankrate, Inc.

“JOHN MURCH IS AMAZING.

He's one of those people you just want in your company. He's brilliant, always positive, and focuses on the business bottom line. If you are looking to hire John, just do it and worry about a role for him later, in the mean time he'll figure out a way to make you more money.”

— **RON CHAMBERS**

Owner, Chambers Consulting Group

References available upon request.

2009-2012 | uBlanket, Co-Founder

- Developed, designed, and deployed a 100% custom solution web application and shopping experience website, primarily for post college students, that allowed customers to design and create unique memory t-shirt blankets. It was built entirely with a LAMP stack using CodeIgniter and jQuery with integration with UPS and Authorize.net for shipping and credit card processing.
- Responsible for marketing as well as optimizing organic placement (SEO) and social media traffic which resulted in being featured on MSNBC and a second round contender of VatorSplash Feb 2011

2008-2010 | SEO Drop, Co-Founder

- Managed and assisted in developing and deploying a SAAS SEO Tools startup that offers various tools and reporting such as the Rank Checker, SEO Standings (Alexa, Backlinks, etc), Keyword Tracking, and On-page Analyzer
- Conducted all aspects of marketing and promotions, including guest speaking at various Meetups and SEO events

2008-2008 | MIVA Direct, Product Manager of Screensavers.com

- Focused on improving SEO strategies for Screensavers.com; Reached over 3,500 daily installs of ALOT Toolbar from organic search, saving MIVA over \$2,500/day in advertisement spend
- Built a detailed business plan outlining projected revenue, expense, and timeframe based on previous history for rebuilding a former top 100 website: Screensavers.com

2007-2007 | Mophie, Web Developer

- Worked on initial phase of transforming illuminator specifications into a working prototype using Ruby on Rails
- Setup and managed deployments using Apache, Mongrel, MySQL and Capistrano on Slicehost
- Launched iPhone version of illuminator at iPhoneDevCamp 2007

2006-2007 | Ziff Davis Enterprise, Project Manager

- Increased advertising revenue by creating custom JavaScript code to dynamically insert higher CPC banner based on keywords on the page
- Managed launch, migration, and maintenance of 23 Movable Type blogs on eweek.com including popular Microsoft Watch

2006-Present | Nomad Thinking, Freelance

Created and developed unique web solutions for clients utilizing Search Engine Optimization (SEO). Built various websites, themes, plugins and applications using WordPress, CodeIgniter, Ruby on Rails and Node (Express.js+MongoDB)

CLIENTS INCLUDE: College Board, Pond5, OfferPop, Mophie, Livio Radio, Myine Electronics, Intellivent Group, JumpBox, EACFoundation.org, boogiemofilm.com, UnderCurrent.com, ASG Advisors, RZC Impact