

Adam Davis

Technical Support Engineer

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</> Languages, Frameworks, Libraries & CMS

HTML, CSS, JavaScript, jQuery, Bootstrap, Sitefinity, WordPress, HigherLogic, SharePoint. Some experience with C#, ASP.NET. Currently exploring React.



Tools

VS Code, Visual Studio Community, Adobe Suite, Microsoft Office Suite, Google Analytics / Tag Manager / Data Studio, Zoho Desk, Zendesk, Charles Proxy, Postman, Smartsheet, cPanel, FileZilla, phpMyAdmin



Experience

Technical Support Engineer, Ceros / Jun 2020 – Present 📍 New York, NY (Remote - TX)

- Help clients integrate Ceros content within their websites, landing pages, sales enablement tools, etc.
- Ensure analytics tracking, marketing automation, forms, video embeds or other third-party tools work within the Ceros platform and provide custom solutions when necessary.
- Assist the sales teams when speaking to prospective clients' marketing, analytics, web/IT/dev teams answering technical questions such as SEO, implementation, analytics, design, best practices, and deep dives into how the platform works.
- Investigate potential analytics & campaign metrics discrepancies between Ceros analytics and other platforms.
- Diagnose and solve DNS & web server configuration issues, connect subdomains to Ceros accounts and add domains to TLS certificates.
- Identify & document bugs, working closely with the engineering team to reproduce issues as well as provide detailed write-ups and workarounds.
- Develop and/or contribute to new plugins using JavaScript and the Ceros SDK that solve specific issues for clients or add additional functionality to Ceros.
- Update existing documentation & development and documentation of new best practices.
- Explore potential new integrations for the platform through collaboration with an internal product working group.

Webmaster, Meeting Professionals International / Jan 2018 – Jun 2020 📍 Dallas, TX

- Planned and executed the migration of 75 individual and disconnected local chapter websites into one unified system in less than one year.
- Development of processes, policies and best practice guidelines to ensure all websites remain consistent with Meeting Professionals International (MPI) brand standards.
- Creation of new page templates, custom elements and modifications using HTML/CSS, JS and jQuery along with modifications and improvements to existing Sitefinity widgets, development of new widgets and widget templates.
- Provide ongoing maintenance, support, training and onboarding to MPI chapter staff through roll-out and administration of the Zoho Desk ticketing platform, CMS knowledge base and production of tutorial videos tailored to MPI chapters' specific needs and common website tasks.
- Design & implementation of an annual audit process to ensure chapter website content is consistent with MPI brand standards, policies & best practices, and provide in-depth review of analytics along with SEO and general recommendations on how performance could be improved.

- Development and maintenance of new and existing pages, microsites & lead generation pages for the main MPI.org website.
- Analytics reporting, creation of dashboards in Google Data Studio, and tracking using Google Tag Manager.
- Light image manipulation & processing, audio recording, video production, copywriting, sourcing of stock imagery and other assistance to nearly all MPI business units.

Freelance Web Design & Development / Jan 2016 – Jan 2018

📍 Dallas, TX

- Complete design & development of custom responsive websites built on Bootstrap, using HTML5, CSS3 and JS/jQuery to create an elevated user experience. Sites were ultimately converted to WordPress for easy management by the end client.
- WordPress deployment - both manually and via Softaculous or GoDaddy.
- Creation of custom responsive landing pages and other data collection tools for direct mail marketing campaigns using the Easypurl platform.
- Modifications and updates of existing websites, including changes to CSS and PHP within WordPress themes.

Live Event Production & Consulting / Aug 2007 – Jan 2018

📍 Dallas, TX & New York, NY

- Oversee all audio production aspects for live events of varying size and scope.
- Work with sales, production managers and event planners, help determine the technical elements required to realize the client's vision while staying in budget.
- Handle all prep work necessary, including custom fabrication and original media creation.
- Manage audio crew during installation of audio equipment, mix the show, and work directly with talent and clients to ensure a flawless event.
- As a consultant, I have worked with boutique production companies, set design and marketing firms to fulfill specialized multimedia and A/V needs for unique one-off events.

Media Producer & Web Manager, MasterMedia, Inc. / Jan 2005 – May 2010

📍 Hurst, TX

- Production of two daily syndicated radio programs, distribution via FTP or web to network stations, and creation and maintenance of podcast versions for listeners.
- Full design, development and maintenance of three WordPress-based websites which included ticketing for events, e-commerce, password-protected areas and user accounts.
- Editing, proofing and production of voiceover for various projects including several audiobooks.
- Graphic design for product packaging, photography, light video editing using Final Cut Pro.
- Research, recommendation and procurement of equipment, software and custom promotional products.
- Service and support of broadcast radio automation software, office computers, network and duplication equipment.



Education

Web Development Certificate Program

Brookhaven College / 2016 - 2017

Bachelor of Arts - Radio, TV & Film

University of North Texas / 2003 - 2007