

# Maximillian Kirchoff

## Front-end Web Dev / Wordpress Expert

### SUMMARY

- Extensive front-end web development expertise
- Wordpress theme developer & back-end development expert
- Over 9 years in web solutions
- Project management experience
- Proficient web, multimedia, and new media skill sets
- Excellent written and verbal communication
- Social Networking and Trending analysis experience

### SKILLS

#### **Professional**

Wordpress Theme Development, Drupal Theme Development, General Web Development, Conceptual Creative Campaign Development, Social Networking Management, Website Administration (Apache, Linux, Cpanel), SEO (Search Engine Optimization), Marketing and Market Research, Creative Writing, Video Production, Photography, Photo Editing.

#### **Technologies**

HTML/XHTML, CSS, PHP, MySQL, XML, Cpanel, WHM, Dreamweaver, Frontpage, Flash, AS2, Payment Gateways, Shopping Carts, Wordpress, Joomla, Drupal, DNS, FTP, Server Management, Blogging tools, Podcasting, Web 2.0 Usability, Photoshop, Fireworks, Illustrator, Acrobat, InDesign, Color Theory, PMS, Printing procedures, Final Cut (Pro, Express, and Studio), Avid Xpress, Premiere Pro, QuickTime, Compressor, Compression encoding for web(Divx, Xvid, mpeg2, mpeg4, flv), DVD authoring, Various camera and video format experience Windows (All versions), Mac OSX & OS9, Linux (Redhat, Debian, Ubuntu)

### EXPERIENCE

#### **Web Developer**

roundhouse agency - Portland, Or 04/2010-11/2010

roundhouse agency operated as a more traditional advertising/media agency with different departments handling the different aspects of any given project. It began as a small operation with about 10 employees when I began and quickly tripled/quadrupled in size after bringing in Microsoft's XBOX as a main client. My position was front-end & back-end development in various projects for Skullcandy, adidas, Microsoft, Craft Brewers (Widmer), and numerous other clients. I also had the opportunity to work with designers and art directors in a more common method than

my previous employers. Each project had a team of staff from each department to handle the careful completion of all assignments. I acted as a specialist in Wordpress development and was normally assigned to projects that required that skillset, although I often helped on other projects with no Wordpress involvement. The "visually-heavy" projects we worked on utilized my previous know-how as well as building upon it with the newest in type handling & highly visual jquery usages.

- *Crafted a Wordpress/Buddypress social network that was 100% custom - utilizing the latest jquery & css techniques as well as new Wordpress Custom Post Types to create a uniquely different feel and look than normal HTML/PHP based websites.*
- *Supported daily requests from large-scale clients for website maintenance, small build-outs, and various code tasks ranging from e-commerce to landing pages.*
- *Worked within a larger team of Art Directors, Designers, Production Artists, Senior Developers, Project Managers, and Client Service Managers.*

### **Front-end Web Developer / Wordpress Developer**

Entercom Communications Corp (Corporate Digital) - Portland, Or 09/2008-04/2010

While I came back to work for ENTERCOM, it was not in the same division or position. The Corporate Digital division worked directly for the Corporate Executive staff, providing web solutions for over 20 markets and numerous radio station brands. Our department was solely responsible for all national level web deployment and digital web initiatives. We also supported all local market web and digital releases. I was brought on originally to develop a commercial scale blogging solution for a re-release of all Music station websites. This included setting up a single-install Wordpress MU environment that could handle multiple domains and many bloggers as well as themeing every station blog according to their specific designs. This was successfully completed in early August 2008. Alongside that work, I supported the blog install as well as further development in their Drupal environment and general web development support.

- *Established a large-scale Wordpress MU deployment with over 60 different themes.*
- *Supported web development for national and local web deployments.*
- *Regularly communicated project status and development information throughout the company to our local webmasters and Corporate management.*

### **Proprietor / Dispatcher / Deliverer**

Trees By Bike - Portland, Or 12/2009, 12/2010 (yearly - seasonal)

As an avid cyclist, I have always been interested in bike-delivered services. Bicycle messengers have survived many years in cities around the world delivering documents and small packages, however that is only the tip of the ice-berg. Residing and riding in Portland, one of the best bike cities in the US, presents one with numerous avenues of business and pleasure on top of a bicycle. I also possess a sentimental tie to Christmas Trees, not for their religious connection, but as a representation of both "Americana" and of my personal idea of "family". With both my bicycle enthusiasm and Christmas Tree love, TreesByBike.com was formed. 2009 was the inaugural year of our service for regular customers (2008 being a year I tested the idea delivering my own tree). TreesByBike.com was a huge success. Not only did we totally sell out 40 tree inventory, but we

were featured in all the local news outlets (TV, newspaper, radio, internet), and enjoyed an incredible amount of support from people in every walk of life throughout Portland.

- *Created a small business model for seasonal Christmas Tree storage, sales, and delivery.*
- *Contracted riders and mechanics to maintain business without my direct attention at all times.*
- *Created and disseminated press releases regularly to local news outlets, bloggers, and general public.*
- *Appeared in news segments representing the company and service.*

### **Web Design / Developer**

Right Brian Resource - Portland, Or 02/2008-09/2008 (Incl. Further Contract Work)

Right Brain Resource is a full service, professional staffing agency dedicated to helping great people find great jobs. They represent candidates from all over the country with the most highly sought after skill sets, in a variety of industries. I provided web design, web development, and technical support in their offices. My position consisted of further building out their company site to include new end-used features for clients and candidates. This mainly consisted of PHP coding in a pre-established CMS built by the person in position before me.

- *Developed advanced usability functions and end-user applications for clients and candidates.*
- *Managed and maintained a very large candidate database full of portfolio and sensitive personal information.*
- *Established weekly newsletter methodology and technical abilities.*

### **Creative Team Lead / Designer**

Entercom Communications Corp (Portland Creative Group) - Portland, Or 07/2007-02/2008

As a radio corporation, now just expanding across mediums into digital and print assets, Entercom Portland hired me on as a designer and quickly moved me into the lead design position on the creative services team. Here I produced and developed everything from full marketing campaigns to the actual designs and creative collateral for those campaigns. Working on client accounts ranging from Scion/Toyota to New Seasons Markets, OMSI to Furniture Outlet, I had the chance to really explore my abilities and work across all mediums within my skills. This included print design, web design, web architecture, development, video production and editing, photography, and an excellent amount of analytic data auditing and web management duties.

- *Designed marketing campaigns for high-profile clients, utilizing both my visual design abilities and my web trends and web marketing knowledge.*
- *Headed up the Creative Services team in fulfilling all internal design and development needs for web, print, and video.*
- *Worked with the main developer to architect large internal projects for content management and online client proposals. We developed roughly 4 frameworks for future growth, all of which scalable to much wider uses.*

### **Production Manager**

LenderHomePage.com / Celesto Technology Inc - Irvine, Ca 05/2006-07/2007

A leading provider of website templates and custom web solutions to the Mortgage Industry and beyond, I served as the production manager here for the length of my employment. This entailed

managing the production department, overseeing the designers and developers in creating both template based web solutions and custom designed web solutions. Coordinating with the Sales and Marketing departments, I helped in not only ensuring all customers were satisfied with their solution, but also in expanding the company internally with new reporting and management tools.

- *Managed and worked alongside numerous designers and developers on multiple projects simultaneously.*
- *Balanced and delegated work loads to create highest efficiency scenarios with consideration to both turn-around time and company profitability.*
- *Developed production ordering and reporting system for seamless custom solution orders and order fulfillment.*
- *Further developed my own development and design skills through working alongside the designers and developers, as well as doing quality checks on their work.*

### **Designer / Webmaster**

Rickey Golf Inc - Aliso Viejo, Ca 01/2006-4/2006

A custom golf apparel manufacturer and retailer, this company required a great amount of design and development "overhauling." I took it from a template site with limited usability and friendliness to a full-featured, custom designed site that was both accessible and user-friendly. My job also involved a good amount of production design with printed materials and various conventions and expos.

- *Redesigned and redeveloped entire website for change-over to dynamically maintained content and usability.*
- *Designed brand, logos, posters, merchandising materials, product art, and product photography.*
- *Designed and developed affiliate, members, admin, and manufacturing access sites.*

### **Designer / Developer / Hosting Admin**

Byproduct Creations - Tustin, Ca 03/2001-11/2006

A full-service design and development firm providing logos, corporate identity, illustration, photography, graphics, animation, video, and print services to individuals, businesses, and organizations.

- *Created and maintained web sites for clients, including such clients like CRYSTAL COVE ALLIANCE, HARVEYS BOUTIQUE, and others as shown in my portfolio.*
- *Design logos, CD packaging, posters, merchandising materials, product art, and product photography for a diverse clientele, including music and fashion oriented companies.*
- *Full production video shooting and editing for music videos, convention screeners, and web commercial use.*

## **EDUCATION**

**Bachelors Degree in Philosophy;** California State University, Fullerton, Ca (2006)

**Web Design/Development Certificate;** Santiago Canyon College, Orange, Ca (2003)

