# Carson Black

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## P R O F I L E

An experienced Drupal Developer, PHP Programmer and Web Developer with a passion for making websites that matter.  An active leader and enthusiastic member of the Drupal community. An effective communicator and listener that cares about providing a great user and client experience. An advocate for open source technology, contribution and community.

## W O R K   E X P E R I E N C E

**Lead Web Programmer, Brehm Communications, Inc. Roseville, CA— 2009-Present**

- Developed custom Drupal modules and themes, patches for contributed modules to improve or extend functionality.  Contributed and maintained modules on Drupal.org.

- Built Drupal based publishing platforms for news, automotive, classifieds, coupons, business directories and e-commerce.

- Used object oriented PHP programming to develop data migration modules using the Migrate module API to perform large, repeatable data migrations from external systems into Drupal.

- Improved code quality, reduced implementation errors and confusion, and enabled better collaboration by creating a complete development, staging and production workflow, standards, and documentation where none previously existed.

- Set up and maintained cloud based Linux web servers. Performed many DevOps tasks.

- Worked with editors, business clients, and users to improve user experience and refine requirements.

- Provided training to editors, sales teams and business owners in the areas of Internet Marketing and website administration.

**Owner, Lead Developer,** *Sacramento Web Development***,** Sacramento, CA **— 2007-2009**

- Handled all aspects of business including sales, accounting, customer service, marketing, as well as all web development, PHP programming, search engine optimization and search marketing services for small to medium sized businesses.

- Using object oriented PHP and Ruby programming techniques and development frameworks, such as CakePHP and Ruby On Rails, developed websites that provided content management, inventory management, e-commerce and marketing features.

- Through effective management of large budget Google AdWords and Yahoo pay-per-click search engine marketing campaigns reduced costs and increased qualified lead traffic (cost per conversion reduced by 85%, increased qualified lead generation by 75%).

**Senior Web Developer,** *Health Net Pharmaceutical Services***,** Rancho Cordova, CA **— 1999-2007**

- Using PHP and Javascript programming with an Oracle database to build a document management and departmental communications intranet site that automated publishing of large amounts of data and documents.

- Set up and maintained Linux web servers to host the site on a large enterprise network.

- Used sed/awk shell scripting in concert with PHP and MySQL to create management reports.

**Broker-Dealer Special Services,** *Franklin Templeton Group***,** Rancho Cordova, CA **— 1996-1999**

- Developed informational intranet site for department.

- Trained employees and assisted users in support of corporate website.

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- Trained employees on usage of new computer systems and customer support.
- Performed investigations across departments to solve account problems for top producing mutual fund brokers.

**Producer,** *General Training Company***,** Rancho Cordova, CA **— 1995-1996**

- Wrote, produced and directed instructional videos and interactive CD-ROMs.
- Developed and maintained company website.
- Worked with clients to develop objectives and analyze training needs.

## EDUCATION

California State University, Chico — **B.S. Instructional Technology, 1994**

## EXTENDED EDUCATION

- 2012 Training: **Security: Process, Code & Hands-On Training** DrupalCon Denver
- 2011 Training: **Code Driven Development** at DrupalCon Chicago
- 2007 Sun Microsystems: **Developing Applications for the Java EE Platform**, Sacramento, CA
- 2006 Sun Microsystems: **Java Programming Language**, Sacramento, CA

## COMMUNITY AND CONFERENCES

- **2011 - Current: Chair of the Sacramento Drupal Users Group**
- DrupalCons: San Francisco, Chicago and Denver
- BADCamp 2011 & 2012 (*Attended post-conference Distribution Sprint, mentored new Drupal users at the Build-A-Module pre-conference training workshop*)
- Sacramento Drupal Camp 2011 & 2012 (*Presented on Data Migrations, Organizer, worked with web development team to build conference site using Conference Organizing Distribution*)
- 2008 Search Marketing Expo West, Santa Clara, CA
- 2007 Search Engine Strategies, San Jose, CA
- 2007 BarCamp Sacramento (*Presented on Getting Things Done implementation*)
- 2002 ApacheCon Las Vegas