

Daniel Peckham

Full Stack Web Developer

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SUMMARY

Over 20 years experience as a full-stack web developer. Eager to learn, dependable, adaptable, effective communicator, detail-oriented, excellent interpersonal skills, collaborative, strong problem-solving skills, self-motivated, creative, and empathetic.

EXPERIENCE

Lead Product Engineer - Scuba.com — Adorama

May 2021 - Feb 2023

- Collaborated with business analysts and project managers using the agile scrum framework in Jira to build new features and addressed bugs on the unified Adorama microservices platform.
- Led team of developers in migrating scuba.com from Shopify Plus to Adorama's microservices-based platform and merging scuba.com with another E-commerce site selling similar products.
- Merged product, customer, and order history from two E-commerce sites, then migrated this data from Shopify Plus to SQL Server.

Full Stack Web Developer - Scuba.com — Adorama

Oct 2019 - Apr 2021

- Led team of c# .NET developers responsible for full stack development and QA of E-commerce website as well as backend admin tools for order processing, inventory management, and merchant product ordering.
- Built automated integration between scuba.com and Adorama's ERP (AS400 / IBM i) after site was acquired.
- Led team of developers in migrating scuba.com from c# .NET MS-SQL platform to a refreshed website on Shopify Plus, resulting in a 29% sales increase YoY. This included extensive customization using Shopify Scripts and Liquid, private Shopify App, and React to create dynamic UI elements on product detail page (PDP).
- Built AWS lambda microservices using Shopify Plus API's to automate product, customer, and order integration between Shopify Plus and Adorama's Adorama's ERP (AS400 / IBM i).
- Migrated product, customer, and order history from SQL Server into Shopify Plus.
- Set up and supported Shopify POS Pro software & hardware for scuba.com retail store.
- Managed colo IIS and SQL servers and network hardware.
- Set up and supported network infrastructure (including VoIP phone system) for new office & retail space and moved all IT & staff hardware as part of company-wide move.

Full Stack Web Developer — Scuba.com

Jun 1997 - Oct 2019

- Led team of developers in building and maintaining the custom web-based applications used to run the business including:

SKILLS

Coding

C#, .NET, .NET Core, Python, Ruby, Javascript, React, Angular, jQuery, Liquid, PHP, HTML DOM, ASP, VBScript, VBA

Database

SQL Server (including Azure SQL, stored procedures, triggers, log shipping replication), LINQ, MySQL, NoSQL, MongoDB

Technologies / Platforms

IIS, AWS, Lambda, Serverless, Azure, GCP, Microservices, Cloud, Shopify Plus, JSON, XML, GraphQL & REST API, Wordpress, Linux, MacOS, Windows

Tools

Git, BitBucket, Jira, Scrum, VS, VS Code, NuGet, Telerik, New Relic, Raygun, Chrome Developer Tools, Postman

IT

Cisco IOS Networking (routers, firewalls), VMWare, Windows Domain Controller, Windows Server, VPN, SAN, Wireless AP, DNS, DHCP

Other

QA, CSS, Tailwind, Bootstrap, HTML, SEO, PPC, PLA, Responsive design

- Entire stack of both the customer-facing e-commerce website as well as custom web-based admin tools used internally, such as: enterprise management system (EMS), order management system (OMS), warehouse management system (WMS), and returns management / merchandise authorization system (RMA).
- Built secondary B2B Azure Web App (Azure App Service) website to expand dealer sales into Australia (relocated to Sydney for 3 months to help with that business).
- Created admin tools for submitting products and maintaining bids for paid advertising, including Google Shopping (PLA) and AdWords (PPC).
- Implemented various site optimizations including strategic caching at the application level as well as use of MongoDB / NoSQL.
- Responsible for identifying and executing ongoing SEO optimizations.
- Created site-wide error tracking and alert system.
- Created extensive web-based reports for tracking all aspects of the business, including sales, profit, inventory, SEO ranking, website traffic.
- Responsible for QA, bug fixes, and writing documentation.
- Set up and maintained web hosting software and hardware including servers, SAN, Cisco firewalls, network switches, VPN, wireless point-to-point link, and intrusion detection system (IDS).
- Transitioned primary web servers to virtual VMWare servers.
- Set up and maintained office IT infrastructure, including domain controller, fileserver, VPN, network switches, staff workstations, printers, etc.
- Refactored our codebase from classic ASP (VBScript) to c# .NET
- Led the team responsible for redesigning our customer-facing site to be mobile responsive.
- Re-wrote the checkout with better UI for higher conversions.
- Participated in interviewing, hiring, and training new developers.

IT Manager — Seed Company

2003 - 2006

- Provided support in all IT areas within the organization.
- Redesigned website to use web standards, implemented Drupal CMS, created web-based admin tools for improved project management.
- Managed volunteer computer support personnel.

EDUCATION

BS, Computer Science — Biola University, La Mirada, CA

1997-2001

LANGUAGES

English, Indonesian

OTHER INTERESTS

Aerial (drone) photography, FPV drone videography, Travel, Cross-cultural connections, Outdoors, Self-improvement