

**WILL BELDEN***Certified Adobe ADVANCED ColdFusion Developer***EXPERIENCED WEB APPLICATIONS DEVELOPER**  
and Development Team Leader**CERTIFIED PROFESSIONAL**Macromedia® ColdFusion® MX  
Developer**IDEAL Position:**

- A position that provides an opportunity to develop web applications. My experience in database structures, coding standards, avoiding the typical pitfalls of development projects lend themselves to my ultimate goal, which is to guide and shape web-applications development. Meeting the customer and client business needs is the most important, but also developing in such a way as to promote future expansion and rapid changes in the technology flow is the key to success.

**EXPERIENCE Highlights:**

- **8 years of Management Experience** as CTO of Diverse Web Options, later CTO of SmartUpdates.NET and SchoolLocator.NET
- **10+ years of Macromedia ColdFusion**, including various frameworks
- **10+ years database development exp.** Including MS SQL Server, Informix, Sybase, MySQL
- **10+ years of database development experience**
- **10+ years experience in a hosting environment**, in addition to development, managing web, database, DNS, email servers and more.

**LEADERSHIP Highlights**

- **Enterprise Architect experience** including database design, hardware requirements, server purchasing
- **Management experience** including interviewing, hiring, termination, conflict resolution, project assignments to staff, both contract, temporary help and permanent staff
- **Technical Support experience**, including email setup, website transfer (a range of interaction with varied registrars), website setup
- **Client Interaction experience**, including initial client meetings, sales process, conflict resolution, recurring project development, long term client relationship maturation
- **Purchasing Experience** including hardware, software, equipment and training selections.

**EXPERIENCE****Intelligent Beauty / Blush Media / Beautyfix.com****09/2008 – Present****Senior ColdFusion Developer**

- Description: Social Media based website (Beautyfix.com) for purchasers of product subscriptions
- Development platforms included the following:
  - ColdFusion 8
  - Coldbox MVC Framework
  - Coldspring IOC
  - Transfer ORM
  - Microsoft SQL Server 2005 backend

**Williams-Sonoma****03/2008 – 09/2008****Senior ColdFusion Developer, Contract**

- Description: Brought in to assist existing team in completing the P2 platform, as well as to provide production-level support for existing ColdFusion based systems online.
- Development platforms included the following:
  - ColdFusion 7
  - Website development utilizing ColdFusion, HTML, CSS, jQuery, AJAX
  - Oracle back-end
  - Implementation and daily usage of Subversion for code commit and backup
  - Highly intricate “content-management-system” allowing for common platform for multiple WSGC brands.

**GreenBookUSA.com****03/2007 – 03/2008**

## Lead Developer, Senior Developer

- Description: Complete website redevelopment from the ground up. Existing site was not expandable enough for future growth. Complete database rebuild with just shy of 70 tables. Complete fine-grain user security system and back end management systems. Custom CMS, multilingual and more. Managed all servers, databases and technology (hardware and software) purchases.
- Development platforms included the following:
  - ColdFusion 8
  - Website development utilizing ColdFusion, CSS, jQuery, AJAX
  - Microsoft SQL Server (Development and Production)

## ichameleon/group (now Sapient) Senior Web Developer

08/2006 – 03/2007

- Description: Website development work included clients such as Think LA, Celebrity Psychic, Sakki Tarot, Merrill Stevens Yachts, Guinness Hands and misc. efforts on additional other projects, including some not yet released. Worked in a CF team environment as lead on some projects. Interacted with project managers, design teams and other CF developers. Involved in face-to-face meetings with clients, as well.
- Development platforms included the following:
  - ColdFusion MX 7.02-8, including XML development
  - Website development utilizing ColdFusion, CSS, jQuery, AJAX
  - Microsoft SQL Server
  - Exposure to Mach-II, ModelGlue and ColdBox frameworks

## Vurv Technology, Inc. (formerly Recruitmax Software, Inc.) Sr. Software Engineer

01/2005 – 08/2006

- Description: Worked on a variety of ColdFusion base code development projects for multiple software packages offered by the company to clients.
- Development platforms included the following:
  - ColdFusion MX 5 - MX 7
  - Microsoft SQL Server 2000 (MSSQL 2000)

## Diverse Web Options, LLC / SmartUpdates.NET / SchoolLocator.NET Chief Technology Officer

03/1999 – 01/2005

- Description: Worked on a variety of Client Projects as well as in-house development projects, including Enterprise Applications, scheduling, sports management, membership management, ecommerce development, email databases, newsletter generation and data conversion.
- Development platforms included the following:
  - ColdFusion 4 to 7
  - MS SQL Server, 6.5 to 2000
  - Staff / Team Management, up to 10 employees, several subcontractors and vendors
  - Server / Hosting Management (Complete setup, start to finish)

## Employers Prior to 1999

Brinks FIS as a PowerBuilder developer, contract; GTE Long Distance (now Verizon) as PowerBuilder developer, contract; EDS as PowerBuilder developer, contract

## EDUCATION:

Hours towards Computer Science Degree, Tyler Junior College (1990-1991)  
IBM Website Accessibility Training for ADA compliance

## CERTIFICATIONS:

- Certified Adobe ADVANCED ColdFusion MX Developer