

Simon Ayriss

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RESUME

SUMMARY:

Full scale knowledge of front to backend in technology solutions. | Project management, solutions architect, performance & production monitoring | Extensive advertising and technology expert with core abilities to define company programs, campaigns, and solutions for successful growth and efficiency

EMPLOYMENT:

2022 - Present

- Advanced status: Focused on -
- [AWS Solutions Architecture]
- Technology Business Consulting
- Advanced AWS Computing
- Amazon Seller Central - Amazon eCommerce StoreFront
- Startup Amazon Web Store: 0 to \$189,000 in 8 months
- ML and AI Prompt Engineering
- Business Strategy
- Drupal Development

May 2017 - 2022

Employment Lawyers Group

System Admin/Developer

- Manage multiple Linux VPS's to run over 12 websites for the largest employment lawyer.
- Ownership of server performance, security, debugging, uptime, any technical issues.
- Core manual coding of PHP web pages that make multiple site content including CSS, graphic content and layout.
- Mobile responsive coding, testing and creation for websites.
- Maintenance and design changes to some Wordpress sites.
- Creation of custom online legal agreement system website in Drupal plus solving any technical issues.
- Company wide IAM role management and S3 case file management system with Amazon Web Services (AWS.)
- Create and maintain weekly podcast distribution website with Amazon Web Services (AWS.)
- Use of Adobe Creative Suite [PS, Illustrator, Dreamweaver, Premier] to create print and web graphics, logos, marketing material, and video editing.
- Research on online competitive performance, standing, and comparison in the legal field.

December 2009 - April 2017 (7 years 5 months)

CGM

System Administrator/Web Manager

- Sole responsibility of all web operations for a 16,000 product ecommerce site.
- Working System Administrator for:
 - Performance, Server Security, Testing Operations, Upgrades, Version and Software Compatibility
 - Development Staging, Migration, Backup, Database Management, Vendor Management, and Support Documentation.
 - Linux, Apache, MySQL, PHP stack configuration and maintenance.
 - OS support for Unix server support, Redhat and CentOS.
 - Created and maintained company Mail Server.
 - Along with technical issues, user management and spam filter coding with SpamAssassin, DoveCot, PostFix.
 - Coding, website upgrades, performance tuning and design for a custom ecommerce website coded completely from scratch in PHP with:

No existing software base, no framework, no manual, no support.

- Troubleshooting (including customer issues) and ensuring technical Work Flow.
- Create and maintain company blog built in Drupal.
- Configuration of entire website contents (database, LAMP stack) on a self launching CD for convention shows.
- Project Management for outside workforce.
- Photography for 106 page catalog & Web Photography.
- Marketing Strategies for company: Manage All Adwords Campaigns (PPC). Conduct all SEO strategies. SEO Campaigns, Online Marketing, Content Creation, Analytics.

2006 - 2009 (4 years)

Design Dog

Creative / Technology Director

- Director for design firm successfully designing technical solutions for business start-ups, and established clients in technology & the film industry.
- Programming, Web Development, Design, Photography, Brand Recognition
- Technology consulting, Project Management

2004 - 2006 (3 years)

Milli Micro Systems

IT Project Manager

- Project Manager for Government Contractor providing IT solutions.
- Designed & developed all System Solutions from proposal strategies to execution completion.
- Agile Management.
- Won Government Proposals (Seaport-E.) Client Relations & Company Representative.

2000 - 2004 (5 years)

Total Technology Inc.

Web Designer / Developer / Project Manager

- Project Manager, Lead Web Designer for Web & IT Agency.
- Designing and developing websites for high-end clients such as Cushman & Wakefield, Suzane Somers, the largest buildings in downtown Los Angeles. Billing, client relations, and production management.

1998 - 2001 (4 years)

Mobile Planet

Art Director

- Director, designer and web developer for the No. 1 online ecommerce store for mobile computing products
- Started as small company: during employment increased sales to Cartier buying company for a highly published price
- Produced 64 page monthly color catalog (circ. 300M+)
- Produced print ads for major publications (ad budget 2mil +)
- Developed web sites indirectly for: Microsoft, Sharp, Toshiba, Hitachi, Casio, Hewlett-Packard, Palm Computing.
- Design & creation of all promotional marketing material.

1996 - 1997 (2 years)

Mr. Vend

Art Director

- Responsible for overall operations of Art Department of one of the largest vending machine manufacturers that designs and manufactures vending machines.
- Designed artwork and managed all art production for vending machines.
- Created & designed all marketing material for sales campaigns producing direct mail, brochures.

March 1993 - Nov. 1996

Steelman Advertising

Senior Designer

- Senior Designer, designing and producing print advertising collateral for top clients such as Hughes Aircraft, Pierce College, technology, fashion, product and publication ads.
- Commercial Photographer.

Jan 1991 - Dec 1993

Herbalife

Art Director

- Art Director for International Worldwide Headquarters / Corporate Sales Department.
- Created content and design as well as Marketing Strategies for International Sales Headquarters working with Corporate Management to produce Sales results.
- Created all Marketing material for entire company. Worked with executives on the 13th floor of a multi-billion dollar annual net corporation. Solely responsible for all creative print media. Marketing strategy & concept to completion.
- Responsible for artwork of semiannual international conventions housing over 130,000 people.

1985 - 1990

NCR Corporation

Senior District Parts Specialist

- Worked as a advanced electronic parts specialist and inventory controller at district office for the sixth largest computer company in the world.
- Early knowledge of MSDOS, Linux, computer systems.
- Identification of circuit boards and components of everything from ATM machines to touch screen computers.
- Requisitioning emergency repair components for service contracts of computer equipment. Inventory control of multi-million dollar inventory for district service department. Now owned by AT&T.

EDUCATION:

California State University-Northridge BA,
Graphic Communications
Commercial and Advertising Art (1984 - 1988)

West Valley Occupational Center
Photography Certification - LAUSD (1999 - 2001)

West Valley Occupational Center
Commercial Art Certification - LAUSD (1986 - 1987)

SKILLS:

- Able to fully understand / troubleshoot: HTML, CSS, JavaScript, PHP, Apache, Python, Linux, MySQL, NoSQL
- Able to test performance on most platforms.
- Proven ability to plot paths of success for individual company's direction in technology, marketing, sales, and overall operation.
- Ability to achieve results with online marking, Analytics, and PPC.
- Ability in Design and entire Adobe Suite.
- Good with Project Management.
- Experience with Drupal and WordPress. Experience and knowledge with AWS.
- Currently studying for Solutions Architect.
- Member of Linux Los Angeles, Cloud Consultants, Los Angeles Drupal, and Asst. Organizer of Educational Technology Professional