Sam Cohen

Digital & Technology Professional / Full-Stack / Engineer

samjco@gmail.com | Linkedin: linkedin/in/samcohen | 816-728-1997

Summary

Sam is a creative professional with over 20 years of experience in technology, including extensive knowledge of IT and Digital. His expertise spans software architecture, design & development, hardware, and digital strategy using an array of tools and methodologies.

Sam is an accomplished WordPress theme designer and plugin developer who has earned a rank of "Master in WordPress" by Expert-Exchange.com. He has developed digital solutions for organizations of all sizes and of various industries including television, radio, news, healthcare, education, retail, even Agricultural. Additionally, he has developed internet/intranet platforms for a major media outlet, focused on building and launching their digital initiatives.

Because of his love to teach others the knowledge afforded him, Sam has presented at numerous technology events including PBS Tech Conference, Public Media Development Marketing Conference (PMDMC), and (National) WordCamp events and has even resorted to becoming a digital consultant.

When he is not producing a digital world, he is usually spending time with family and very active in his Christian ministry as a Bible student and teacher.

Full-Stack Knowledge & Experience:
- Server, network, and hosting environment
- Relational and nonrelational databases
- Knowledge of APIs and the external world
- User interface and user experience (UX)
- Quality assurance
- Security concerns throughout the program
- Understanding customer and business needs

WordPress Skills:
- An ACF Architect
- WooCommerce Pro
- Site Speed, Optimization, and Security Lover
- Marketing and SEO Pro
- Innovator, Idea Brewer, and Problem Solver

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Professional Summary & Technical Skills

- **13+ years of PHP programming, including extensive front-end development using HTML5, CSS3, JavaScript, AJAX, JQuery, API, and JSON/REST.**
- **14+ years in UI/UX design experience** specializing in the development and implementation of the application, mobile, and web-based technology Solutions.
- Experience in creating style guides, best practices and setting UI standards for enterprise/consumer applications.
- **11+ years of expertise in WordPress (WP) CMS custom development.**
  Ranked "Master in WordPress" of experts-exchange.com
- An accomplished WordPress Plugin and Theme Developer.
- **7+ years** with **Bootstrap, Foundation** for **Responsive Web Design (RWD)**.
- Expertise in frontend designing and validations using **HTML5,** and **JavaScript**.
- Proficiency in the Entire **Software Development Life Cycle (SDLC)**.
- Highly creative, out-of-box thinking and a multifaceted person with experience in **responsive web design, UI & UX design, and Development.**
- Experience in taking performance optimization measures for web applications to reduce the response time and enhancing the end-user experience.
- Strong analytical, administration and problem-solving skills dedicated to maintaining the high-quality standards. Good communication skills, ability to work independently.
- A thorough grasp of **cross-browser compatibility issues and code optimization**.
- Familiar with Agile working structures and methods.

Web Technologies	PHP, HTML5, CSS3, XML, Javascript, AJAX, JQuery, JSON, API, Bootstrap / Foundation, WordPress
JavaScript Libraries	React.js, Modernizer.js, backbone.js, cdn.js, NODE.js (less 1 yr)
IDE's & Tools	Studio Code, Eclipse IDE, Sublime, Notepad++, SSH, Terminal, Cygwin, Firebug, xDebug, Webmaster Developer Tools
Development	GitHub, BitBucket, SSH
Server Tech	Apache, Ubuntu, IIS, CentOS, NODE.JS, NGINX, SSL, SSH, LAMP
Web wireframe and design tools	Adobe CC suites, XD, Adobe Fireworks, Photoshop, Illustrator (wireframe and visual design)
Database	Oracle, MySQL, MSSQL, Access, Excel, SQLite
Operating Systems	Windows OS, Windows Server, MAC OS X, Linux/Ubuntu
SEO/SEM/Marketing	SEO - 8+ years, Affiliate Marketing, Direct (email) marketing, Keyword research, SEO ranking
Industry Expertise	Media (Radio/Television/News), Advertising, Marketing, Software

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Experience

Digital & Technology Consultant
January 2016 - Present

Digital Consultant for YRC Freight
March 2018 - (contract)

Director of Digital Products at KCPT Public Television 19 (PBS), 90.9FM The Bridge, The Hale Center for Journalism
December 2012 - January 2016 (3 years 2 months)

Director of IT & Digital at KCPT (PBS) Public Television 19 | The Bridge 90.9FM
December 2012 - December 2015 (3 years 1 month)

Online Strategist | Consultant | WordPress Developer (Self Employed)
October 2010 - December 2015 (5 years 3 months)

Technical Director at IBC
January 2012 - May 2012

Senior Application Developer at FencePost Films
January 2010 - October 2010

Creative IT Director at PRM Realty (Kansas City Division)
March 2008 - May 2009 (1 year 3 months)

Marketing Coordinator / Developer at PRM Realty (Kansas City Division)
March 2008 - April 2009 (1 year 2 months)

Graphic Advertising Artist at Publix Corporation
February 1995 - December 2001 (6 years 11 months)

Education

Banneker (BHS) School 1992 - 1996
Apprenticeship, and on-job Experiences
Christian Ministry School

EE Certification in WordPress, Ranked Master, June 2011

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Accomplishments

2016 - Developed New Conference Technology

I've developed an industry-first on conference technology that allows me to attach databases to designs of multiple attendee badges and by conditions. My technology debut in Chicago in May 2016 at the PBS Annual Meeting Conference in-which 1200 attendees benefited from this technology. I have built a new platform that will be used by multiple companies that have conferences of events.

2014 - Developed Broadcast Technology

Developed High-end Streaming and Broadcasting technology for the Mayor of Kansas City, MO "Mayor Sly James", to broadcast Annual City Address to the Kansas City School District and students as well as many Kansas Citians. Constructed portable TV switching system (Master Control) to connect to TV Broadcasting equipment allowing the cameraman to film the Mayor at multiple angles and send through a 4 quality stream as well as a pass-through to TV Channel 2.

2013 Developed New FM Radio Station 90.9 "The Bridge" in Kansas City.

Aided Launching a new AAA FM radio station for metro Kansas City. Set up Cisco hardware needed under transmitter tower and developed other technology to control via remote. Set up and connected the live radio streaming component to stream to listeners using the web or mobile/tablet devices. This stream reach is global.

2014 - Developed New Radio Talk Show "Eight One Sixty". (eightonesixty.org)

Designed a platform to handle online audiences for a new series of shows. The platform included streaming options of recorded shows as well as an interactive piece allowing audience members to connect with the show's host.

2014 - Aided Design and Construct New Digital Center @ Kansas City PBS for Journalism

Responsible for technology for the new KCPT Digital Center. Technology including fiber runs, HD-SDI connections, high power cameras, televisions and A/V stitching, video editing bays, networking, and PBX system setup. This studio was made possible from a 3 million dollar grant, funded to KCPT in connection of the KCPT Platform I've help engineer and develop to better digital journalism.

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(Accomplishments continued)
2014 - Developed Local Web Platform: Flatland Magazine

Flatland was first designed for local news and journalism giving tools to digital reporters to tell local and national stories through multimedia which were then cast to the PBS NewsHour as Specials. It was later rebranded as Flatland: Kansas City's Digital Magazine. This platform won the prestigious **Edward R. Murrow Award for Best News Website 2015 & 2018**. *https://flatlandkc.org*

2013 - Developed Radio Web Platform: The Bridge 90.9FM

A first-of-its-kind radio station web product that included technology for Live Streaming radio, Events and Venues, local artist pages, and contest developing. It also included a weekly live in-studio session with local and National Artists such as Jack White, Janelle Monáe and others. This platform accounted for 70% of the annual income brought into the Radio Station with an SEO ranking 1st placed over FX Network's television series "The Bridge". *Bridge909.org*

2014 - Developed National Web Platform: Redream Project

National Digital Project that involved 5 other Public Media Stations to help define what the American Dream is today. The site has 60 digital video series that the audience can take from and built a conversation around using social media. This project was made possible by $800K in funding from the DeBruce Foundation which my work contributed to the securing of the funding. *Redreamproject.org*

2015 - Developed Web Platform: Project Perseverance (an Assurant Project)

A National Digital Platform used to award noteworthy people of community leaders, famous stars/celebrities, and others, for their perseverance through times of difficult circumstances and situations. Some inductees include J.R. Martinez (Dancing with the Stars Winner and US ARMY Vet), Bob Dole (US Presidential Candidate) and many others. This was a project for Assurant. *Projectperseverance.com*

2010 - Developed Digital Product for Agriculture Industry

A first in the World of Agriculture. A digital way to measure rainfall. I made a system to allow a farmer to pinpoint a location on a digital map, and get reports on that location of how much rainfall fell, thus saving farmers time and money. This product was dubbed "A Game Changer" on Ohio State Radio. The technology was later sold to the 7th largest Seeder company in the world for an undisclosed amount.

2008 -Developed Vianet Webzone: Web builder for online businesses.

Before there was WIX or Squarespace, there was Webzone. This was a digital product that I built for users looking to start their own online business in e-commerce or affiliate marketing. This system included online webinars, consulting and e-training, custom designing, and support, all in efforts to help people get their new business venture in the online world. Our User Base grew to over 8000+ customers with revenues of 1.4 Million in its first year. Aside from developing this product, I've written a curriculum for web consultants on training customers on how to start their business online.

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Digital Portfolio: WEB & Mobile

The Bridge 90.9FM | bridge909.org

RE:DREAM | redreamproject.org

KCPT | kcpt.org

FLATLAND | flatlandkc.org

ProjectPerseverance.com...

EightOneSixty.org

Screenshots above are of the following:

redreamproject.org, ProjectPerseverance.com, bridge909.org, flatlandkc.org, KansasCityPBS (kcpt.org),eightonesixty.org, comparematch.com, buildertek.com

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Recommendations

"I have worked with Sam on several web-based projects at KCPT. He is a loyal worker and very dedicated to his work. "

— Gary Brock, Director of Education, KCPT - Kansas City Public Television

"I've known Sam for many years and have worked with him on several website projects. Sam has a passion for delivering high-quality work and thrives on "converting the ordinary to extraordinary". Sam is a perfectionist and is without a doubt someone who enjoys exceeding client expectations. He is an "out-of-the-box" developer who is also equally competent with design work. Sam has been key in helping me build my business and his work truly speaks for itself."

— MICHAEL MARLATT, Senior Corporate Recruiter, Microsoft

"Sam Cohen has designed website components for me for over two years. I am always impressed by hit competency, creativity, and ability to develop solutions. His work is focused on the end-user and therefore his websites are very customer friendly, partly due to the time that he invests in understanding the business with which he is working. I highly recommend Sam for website design and maintenance projects."

— Palmer Pope, CEO, MyRainReport.com

"I highly recommend Sam as a dedicated professional. He is an outstanding and much sought-after consultant with a great deal of initiative, a very strong ethical sense and responsibility to the client's welfare. He has been a great asset to me as we have worked on projects since 2010. He is an excellent strategist and is able to get to the core of problems and offering workable, well-thought-out solutions."

— Cheryl Hanback was Sam's client

"Sam is one of the most creative thinkers I've ever worked with. We were able to create cutting edge business strategies that made and saved our company a lot of money. I very much enjoyed my time working with Sam."

— Brandon Bender worked directly with Sam at PRM Realty / PRM Media Direct

"Sam is an excellent colleague when it comes to cooperation and support. He is methodical and strategic; always taking into consideration other facets of the issue besides those of web development. I have known and worked with Sam for almost 5 yrs + and he is an invaluable asset to any organization as well as to any team project."

— Luke Collier, worked directly with Sam at PRM Realty / PRM Media Direct

"Sam is definitely a go-getter. I'm impressed with his determination to expand on his skill sets and finding ways to make existing technology even more dynamic. His recent work customizing WordPress is impressive! During my stint with Sam, he leads a group of programmers to build a very robust platform based on users, roles, scheduling, client/end-user interactions, and a LOT of data. Kudos on a successful launch."

— Kurt Iverson worked with Sam at PRM Realty / PRM Media Direct

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References

Shane Guiter - Senior Vice President, PBS
Carla McCabe - Senior Vice President of Digital Media, Kansas City PBS
Gary Brock - Director of Education, KCPT
Nick Haine - TV Personality and Host, The Weekend Review, Ruckus
Sarah Bradshaw - Director of Music, Bridge 90.9FM | Co-Host, Eight One Sixty Show
Jon Hart - Station Manager, Bridge 90.9FM
Janet Saidi - Vice President of News, Hale Center for Journalism
Mel Surratt - Owner, Surratt Enterprises
Mike Brown - Deputy Branch Manager, US Dept. of Agriculture.
Michael Marlatt - Corporate Recruiter Microsoft, Amazon | Founder of comparematch.com
Anthony Williams - COO, DXD
Brandon Bender - Director at Silo88