

## **MADLINE SALOCKS**

### **Software and Web Development Professional**

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**Portfolio:** [www.madelinesalocks.com](http://www.madelinesalocks.com)

As a web developer since 2000, and a PC software engineer previously, I've had experience with a wide variety of technologies in various industries and environments. I enjoy all aspects of the work involved in producing exceptional websites, particularly front-end development and design.

## **EMPLOYMENT**

### **WEB DEVELOPMENT, CONTRACT**

**Primary technologies:** HTML5, CSS, Javascript/JQuery, Photoshop, PHP/MySQL, WordPress

#### **Current and recent work:**

##### ***Pragmatic* — 2019–**

Code landing pages and HTML emails for various clients including *CenterPoint Energy, Unison, Oportun, Varo, OnPoint, Navy Federal Credit Union, Arizona Financial, and Redwood Credit Union.*

Additional technologies: Marketo, Eloqua

##### ***Shulman Design* — 2014–**

Code HTML emails for various companies including *American Express, PayPower, T-Mobile, Account Now, and Warren Communications.*

##### ***Aero Connect* — 2016–**

Create banners, buttons, and other graphic elements.

##### ***Vituity* — 2020–2022**

Coded HTML emails.

##### ***Freedom Debt Relief* — 2019–2022**

Coded HTML emails.

#### **Additional web development contract and freelance work — 2020–**

##### ***Karen Olsen Fine Art***

Did all development and do occasional maintenance on WordPress website.

##### ***Bay Area Healthcare Center* — 2018–**

Did all development and do occasional maintenance on WordPress website.

#### **Previous work:**

##### ***NerdWallet* — 2017–2018**

Coded HTML emails.

##### ***LendingTree* — 2014–2018**

Coded HTML emails, landing pages, and banner ads.

Additional technologies: Bootstrap, GreenSock AP

***Protiviti*** — 2015–2016

Co-designed and coded responsive HTML emails and landing pages.  
Additional technologies: Marketo

***Bio-Rad*** — 2014–2016

Coded responsive HTML emails. Updated and enhanced one of the company websites (including extensive Joomla to WordPress article migration).  
Additional technologies: Marketo, Joomla

***Zend*** — 2013–2014

Coded landing pages and responsive HTML emails for ***ZendServer*** and ***ZendStudio*** marketing campaigns, and for ***Zend Conference***. Coded other miscellaneous web pages and banners.

***Teachscape*** — 2012, 2013

Coded updates and additions to online courses.  
Additional technologies: Lectora

***Wells Fargo Bank/Historical Services*** — 2012–2013

Coded updates and enhancements for the ***Wells Fargo History*** and ***Wells Fargo Golden Gate Bridge 75<sup>th</sup> Anniversary*** websites.

***Wells Fargo Bank/Wholesale Internet Services*** — 2010–2011

Developed prototypes for usability research sessions, and web-based solutions for presentation of wireframes and other design images for internal review. Evaluated prototyping tool.  
Additional technologies: Justinmind

***Kodak Gallery*** — 2010

Updated and enhanced existing pages and added new pages on the public website per a weekly release schedule. Developed new landing pages for ad campaigns.  
Additional technologies: ATG

***New Control*** — 2009–2010

Coded the ***New Control*** company website. Developed a web-based survey for ***Canadian Tire***. Coded ***Gap/Old Navy/Banana Republic*** landing pages. Coded front-end customer order pages for ***ScottsLawn***. Developed front-end and back-end code for the form elements in a set of landing pages for ***XOJet***.  
Additional technologies: LimeSurvey

***Tribal DDB*** — 2009

Client work: Maintained existing pages and developed new pages for ***Clorox*** and ***Clorox Greenworks*** websites (including international versions). Maintained existing pages and developed new templates for the redesigned ***SunPower*** website. Built the micro-site for a ***SunPower/CA Water Agency*** educational seminar tour. Coded marketing emails for both ***Clorox*** and ***SunPower***.  
Additional technologies: SiteCore, SilverPop Email Marketing

**Additional web development contract and freelance work** — 2004–2020

***Grow Marketing*** (HTML emails for a major SF Bay Area tech company, NDA) | ***Joan Warren, copywriter*** (WordPress website) | ***Lonely Planet*** (new pages for existing website) | ***Bills.com*** (HTML emails) | ***Weebly*** (HTML emails) | ***Yammer*** (event promotion micro-site) | ***TriNet*** (re-designed pages for existing website) | ***Blue Wolf*** (micro-site) | ***Hitachi*** (landing page) | ***Party City*** (website maintenance) | ***Chevron*** (HTML emails) | ***LiveBooks*** (HTML emails) | ***Digital Axle*** (website maintenance) | ***Conference Hound*** (micro-site prototype) | ***PayPower/Safeway*** and ***Reloadit*** (HTML emails and micro-sites) | ***NetShelter*** (website maintenance) | ***Leapfrog*** (promo box modules) | ***Fluid*** (landing pages) | ***Tucker Engineering*** (website maintenance) | ***Landmark*** (HTML emails, micro-sites) | ***Connecticut***

*Controls* (templates for re-designed website) | *Zinio* (HTML emails) | *MarchingOrder* (templates for redesigned website) | *MSK Design Build* (WordPress website maintenance) | *Backstories* (WordPress website maintenance, HTML emails) | *Carlos Landscape Company* (WordPress website including design) | *Dayco Industries* (website) | *Acme Scales* (website) | *Serological* (website) | *Epoxy Stone* (email form processing) | *Bank of America* (internal web application prototype)

Non-profit organizations and individuals:

*LilliWorks Active Learning Foundation* (WordPress website) | *Mobility Matters* of Contra Costa County (WordPress website and design collaboration) | *Meals on Wheels* of Contra Costa County *Dine Out* campaign (website and design collaboration) | *Christine Riedell Photography* (website) | *Joyce Perrin, writer* (website including design) | *Rue De Suze* (home page, 'street' page, and miscellaneous maintenance) | *Joseph Bacon, Sculpture* (website including design) | *Senza Ritmo* (WordPress website including design) | *Nana Bananas' Happy Kids* (landing page) | *OmPeace* (website including custom content management system) | *Roger Minick, photographer* (previous website with design collaboration) | *Youbility* (website framework/template) | *Anderson Photography* (website including design), *Karen Olsen Fine Art* (previous website)

## WEB DEVELOPMENT, FT

**The Kessler Group, Interactive Services, San Francisco CA — 2006–2008**

### Web Programmer

Developed and maintained "Design Review," a web-based application enabling clients to view rounds of comps during the design phase of projects (including an admin back-end). Also developed custom design review applications for client *Amica Insurance*. Completed numerous complex projects for client *Washington Mutual Bank* (WaMu), including: a client usability testing website, the front end for a large portion of the redesigned credit card website (wamucards.com), and all front-end components for the "Send Direct" (WaMu/Aliaswire) payment pages. Programmed micro-sites, marketing emails, and landing pages for various clients (e.g., *ESPN, PetSmart, GMAC Bank, Countrywide, NetZero, Juno, Riverdeep*). Updated and enhanced the nonprofit *Organs R Us* Relay website (therelay.com). Programmed the San Francisco section of The Kessler Group corporate intranet. Programmed the Kessler SF agency website. Wrote Actionscript for selected Flash projects.

Environment: Mac with OSX, PC with Windows XP, Linux (light)

Primary technologies: HTML, CSS, XML, Javascript, PHP, MySQL, Smarty Templates, Photoshop, Flash/Actionscript3, Dreamweaver; Other: Trac (Wiki and issue tracking system), EditMe (Wiki CMS)

**PetersenDean Roofing, Newark CA — 2005–2006**

### Web Developer

Designed, developed, and maintained various custom browser-based DB-driven applications for internal use. Major projects included: the "Bid Registry" website, in support of sales personnel and executives, used to track all roofing job bids and stats companywide with customization by region; the "Re-Roofing Job Schedule" website, in support of customer service staff as well as customers accessing their schedule info via the external website; and an Employee Time-off Tracking page, in support of HR, tailored to PetersenDean policy and including automation of the vacation request/approval process. Had primary responsibility for all updates and enhancements to the company's intranet. Environment: PC with Windows XP, Linux (light)

Primary technologies: HTML, CSS, Javascript, PHP, MySQL, Photoshop, Mambo CMS

**Copart Auto Auctions, Fairfield CA — 2002–2005**

### Web Developer

Designed and developed enhancements and provided ongoing maintenance for the *Copart* and *MAG (Motors Auction Group)* public websites, with sole responsibility for the MAG website. Major projects included: complete redesign of the MAG website and all related programming and graphics development except for Flash ad banners—over 125 pages mostly DB-driven; development of a seller rating/feedback feature, including internal staff administration; and development of a detailed vehicle condition report.

Environment: PC with Windows XP, AS400 with AS400 Client Access

Primary technologies: HTML, CSS, Javascript, Net.Data, SQL, DB2, DBU, Dreamweaver, Photoshop

**Overread, Pleasanton CA — 2000–2002**

**Software/Web Engineer**

Designed, developed, and maintained all company web applications: the internal Admin website, for administering all customer data; the customer-accessible “Overread Community” website, for updating profiles, viewing the Overread physician network, and accessing professional information; the customer-accessible Archive website, for searching and retrieving archived medical studies; and the public overread.com website. Created and maintained the Overread central database. Developed database interface classes in C++ for client-resident “Point of Care” applications. Developed a wide range of statistical reports.

Environment: PC with Windows 2000

Technologies: HTML, CSS, Javascript, VBscript, ASP, ADO, Visual Studio, SQL Server 7, Visual C++/MFC

**SOFTWARE ENGINEERING, FT**

**ADP, Claims Solutions Group, San Ramon CA — 1999–2000**

**Software Engineer 4**

Developed enhancements for “PenPro”, a PC-based claims estimating application used nationwide by major insurance companies.

Environment: PC with Windows 98/NT4.0

Technologies: Visual C++, Paradox

**Bank of America, BankCard Systems, Concord CA — 1990–1999**

**Advisory Systems Engineer**

Designed, developed, maintained, and supported PC client-server applications for BankCard service centers, including: “PhotoCard”, with thousands of accounts processed per week; “Logo Scanning”; “Intelligent Workstation”; “Fraud Detection”; “Software Distribution”; and “Credit Balance Check Processing”.

Environment: PC with Windows NT4.0/3.1/DOS, IBM 3270 Mainframe

Technologies: Visual C++/MFC, C, Attachmate Personal Client/HLLAPI/APPC, VB, Access, Btrieve

**OTHER QUALIFICATIONS**

-Extensive experience with the full software development life cycle: requirements analysis, research, design, coding, testing, implementation, maintenance, and support

-Excellent communication and client-interfacing skills; documentation recognized as exemplary

**OTHER WORK**

**Self**

**Piano Teacher**

Starting in college, taught piano to kids and adults, beginner to advanced.

**Foothill College, Los Altos CA**

**Ear Training Instructor (PT)**

Taught ear training classes as part of the music theory curriculum.

**EDUCATION**

**Degrees**

Certificate in Computer Information Systems: De Anza College, Cupertino CA

MA/DMA in Music: Stanford University

BA in Music: University of California Berkeley