

Bob Walsh

Developer

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SUMMARY

- Ruby on Rails/React/TailwindCSS Developer working with companies to build a better tomorrow!

WORK EXPERIENCE

Founder

Apr 2020 - Present

FreelancerContacts

- Designed and coded a new approach for freelancers of all types to increase their sales by effectively asking for and tracking referrals. (Rails, Hotwire, TailwindCSS)
- FreelancerContacts will help you identify old clients, prioritize those clients based on a Net Promoter Score, and then send out customized email templates to ask for referrals. (Marketing, copywriting)
- Built in Rails 6, with Hotwire, Stimulus Reflex, and Alpine.js delivering excellent performance. Uses Tailwind CSS as the CSS framework, PostgreSQL for the database, Stripe for payment processing, Mailgun for email, and Heroku for hosting. (Rails, Hotwire, Alpine.js)

HubSpot Developer

Jan 2021 - Sep 2021

Centerline Communications

- Built a complex ROI calculator and HubSpot form for this digital agency. The calculator was designed to deliver actionable data for enterprise clients regarding Asset Replacement Value, total maintenance costs, spare parts inventory. (Javascript, HubSpot, HubL)

VBA Developer

Jan 2020 - Sep 2021

Ascentage

- Built a proof-of-concept Document Template delivery system. The app presently delivers over 40 Microsoft Word, Microsoft Excel, and Microsoft PowerPoint templates to Ascentage staff. (VBA Word, VBA Excel, VBA PowerPoint)

Rails/React Developer

Sep 2020 - Nov 2020

IAMGolfTour.com

- Part of a small team creating a Rails 6/React/Next.js SaaS to organize, create, and run golf tournaments. Implemented Stripe, Mailgun, Rollbar among other services. Worked primarily on the React frontend, creating components and pages as needed. Components were styled, relying on Bootstrap 4.5.

The team consisted of myself and another Rails/React developer, a designer, and the founder/content expert. Hosted on Heroku and Vercel. (Rails, React, Heroku, PostgreSQL, Bootstrap)

- Implemented Stripe, Mailgun, Rollbar and Heroku

Migration Specialist

Jul 2020 - Sep 2020

Seggazza

- Worked with a team of 4 Seggazza employees to plan, manage and implement migrating from Salesforce to HubSpot for a very large enterprise client.

Work consisted of correctly configuring HubSpot for data derived from Salesforce via SQL; writing and running numerous HubSpot and other tool queries; meeting with enterprise employees to ensure all data was correctly migrated including data that did not conform to HubSpot schemas; performing the migration to HubSpot. (HubSpot, SQL, Salesforce)

HubSpot Implementation Specialist

Nov 2018 - Jul 2020

Letulet

- Implement HubSpot for this startup, including creating custom HubSpot pages, landing pages, CTAs and email campaigns. (HubSpot, copywriting, graphics, email templates.)
- Designed onboarding workflows to manage prospects through the sales funnel and to the Letulet application. (HubSpot)
- Built a blog with all custom content (HubSpot Topics) that feeds into two HubSpot Pillar Pages/CTAs (HubSpot, copywriting)

HubSpot Email Implementer

Mar 2019 - May 2019

Creative Circle

- Designed both HubSpot emails and landing pages for Mavenlink, a Creative Circle client. Worked largely on my own, formulating a set of CTA, download and confirmation emails within HubSpot. Converted and worked from Adobe Illustrator CC files for various digital assets. Wrote and managed custom HubSpot modules (CSS and HTML and JS). (HubSpot, JavaScript, CSS, HTML)

Website & Content Manager

Mar 2018 - Oct 2018

LaterPay

- Successfully transitioned company's WordPress site of over 50 pages to HubSpot. (HubSpot, WordPress)
- Set up HubSpot ServiceHub knowledge base, rewriting nearly 100 Zendesk topics. (HubSpot, Zendesk)
- Wrote a dozen long and short form tutorials, explainers and animated whiteboard scripts. (HubSpot, copywriting)

Technical Consultant

Mar 2018 - Sep 2018

LaterPay

- Consulted during and after sales calls to help medium to small publications integrate LaterPay WP Plugin, LaterPay Connector Script and LaterPay AMP Script into their systems.

Contributed to ongoing Atlassian Confluence, JIRA and Slack technical and business conversations. (Consulting)

Founder

Nov 2010 - Mar 2018

47hats

- Operated this unique consulting practice for self-funded startups: Clients bought my time at the rate of \$147 USD. We focused on the single largest issue for that startup, determined 8-10 specific, measurable actions to address that issue.

Over 100 clients

served, 85% of initial engagements lead to follow on microConsults or regular consulting contracts. (Consulting)

Senior Developer

Feb 2015 - Jul 2016

TheRightMargin

- Coded a startup Rails/React application. The application focused on milestones, tasks, and goals for writers, both desktop and mobile.

Full-stack development from the frontend

(Rails views and React components) through to a Rails 4.2.x and PostgreSQL db running on Heroku. (Rails, React, Heroku)

Senior Developer

May 2013 - Sep 2014

Brandle, LLC.

- Responsible for most frontend rails/js development of Brandle Management Tool, an enterprise social media inventory and compliance tool built on Ruby on Rails/MongoDB. (Rails, MongoDB)
- Working both in Ruby on Rails and JavaScript architected and coded major portions of this application, including compliance definition, checking of social media profile metadata; and gathering socials and web sites from enterprise employees using customized forms delivered via Mandrill transactional email service. (OAuth, Mandrill)
- Responsible for building and supporting changes to JavaScript-based datatables.net tables used extensively throughout the application (both server and client side data) and defining underlying controller and model methods, scopes and validations. (datatables.net)
- Other frontend responsibilities included writing both HTML and Microsoft Excel formatted reports, customized data-driven reporting mechanisms and extending the resque-based processing of certain data-intensive API calls. (risque, Excel)
- Worked with and implemented functionality in Twitter, Facebook, Google Custom Search, LinkedIn and Cloudinary APIs. Cleared over 500 bugs in all areas of the application including mongoDB querying, model validation, scope and methods, controller code and client side JavaScript/jQuery. (APIs, JavaScript, jQuery)

Ruby on Rails Developer

Aug 2012 - Nov 2012

WestEd

- Designed and did most of the implementation of a Rails 3.2 application for administering, hosting redirection pages and generating email notifications for large multi-school district surveys. (Rails, Cvent, Word)

- The Survey Admin Tool managed Cvent.com-administered surveys (via a SOAP-based API), users using Devise, and generated Microsoft Word attachments to emails sent to survey administrators.
(Rails, SOAP)
- This internal LOB application was designed to both provide granular definition of which Cvent survey would be available at a given school for a given period up through an interface for performing a number of business rule checks before launching a survey that would be taken by hundreds of thousands of students across multiple California school districts.

Ruby on Rails Contractor

Jan 2012 - Aug 2012

We are Titans

- Developed version 2 of 1Step2Referrals.com, a real estate agent referral and reminder subscription service. Implemented Stripe.com subscription billing, import of existing agent data from Excel spreadsheets, a comprehensive compound search by attribute system, and numerous other improvements and features, all with RSpec/Capybara model and integration tests. (Rails, Excel, Stripe, RSpec)

Founder

Nov 2009 - Jan 2011

StartupToDo

- Coded and founded this combination online community and workflow application for self-funded startups. Written in Ruby on Rails and jQuery, integrated with the following API's: Google Maps, Amazon Payments. (Rails, jQuery, API, Amazon Payments)
- Wrote several dozen long and short form posts for various companies. Delivered on time and without the need for major edits.

Focused on the startups, technology for businesses,
and developer news. (copywriting)