

John Wehr

email: johnwehr@gmail.com

phone: 850.321.7070

address: 1170 C Monroe Drive, Atlanta, GA 30306

Summary

Innovative professional with fundamental knowledge of social media and web application development. Available as an independent consultant for small to medium sized companies.

Technology

- Mastery of several languages including **PHP, Javascript, and Python**
- Pride in meticulous, cross-browser **HTML and CSS** code
- Sage-like familiarity with **MySQL, PostgreSQL** and their respective idiosyncrasies
- Reluctantly good at ***NIX administration** including **Amazon EC2** “cloud” computing
- Keen eye for design and wicked in **Photoshop**
- Black-hat **SEO** knowledge, white-hat **SEO** availability
- Experience with web development frameworks such as **Pylons, Django, and Ruby on Rails**
- Joy in javascript frameworks including **jQuery, Prototype, and Mochikit**
- Extensive trial, error, and success with **low-latency** Comet applications
- Likely to brag about page-load performance strategies and associated **automated build systems**
- Strange pleasure in scalability through clever design and when that fails, query optimization, caching, replication, and de-normalization

Education

Florida State University

B.S., Computer Science, 2002

Other interests

- Event photography (see inlia.com and flickr)
- Cooking and entertaining
- Gardening
- Interior design
- Real-time strategy games (but not MMORPGs)
- Sam the dog

Experience

Lead developer at Boredat, Inc. September 2007 - Present

Boredat is an anonymous real-time communication application targeted at students. Popular at dozens of universities and content rich with millions of posts. Developed the entire technology stack, including:

- High performance model-view-template application code
- Innovative low-latency comet architecture
- Automated controls over scalable Amazon EC2 hosting
- Spam and abuse prevention tools
- Analytical tools to reveal usage patterns

Founder at Who's Going, LLC August 2006 - Present

Who's Going helps you meet new people through events and activities.

- Seamlessly integrated geocoding and geolocation localize interaction
- Cutting edge social software features enable new methods of communication
- Analytical tools help consistently refine the site and push viral expansion
- Integration with a number of third party APIs help users post rich content
- Development and design best practices ensure a consistent, high-quality experience

Consultant at MSHC Partners, Inc. April 2006 - September 2007

Guided the prominent political advertising group on social e-commerce initiatives. Details pending release.

Developer at Mochi Media LLC May 2006 - June 2007

Periodically assist the rapidly expanding casual gaming advertising network with a variety of technological and marketing concerns.

Founder at Zip-code-boundaries.com April 2006 - Present

Developed and marketed a ZIP Code boundary database and related software for use with mapping applications.

Member, Board of Advisors at TailRank January 2006 - Present

Assisted with the leading internet meme-tracker's information architecture and design.

Co-Founder at Submrg, Inc May 2006 - July 2007

Upcoming feed management service. Details pending release.

Founder at Tagalag July 2005 - Present

Widely heralded web identity management tool allows user to "tag" each other by email address. Combined with geolocation data, Tagalag becomes a literal map of meta-information about people.

Developer at Mogopop November 2004 - June 2007

Authored a Flash based iPod emulator for Talking Panda's iLingo translation products. Assisted with editing marketing materials. Maintained the company's online presence. Worked with Zondervan to port religious materials onto the iPod platform.

Developer at Bobby McFerrin, Inc October 2004 - June 2006

Worked with the team at Bobby McFerrin, Inc to shift their Macromedia Flash based site to an open, community driven portal.

Founder and Editor at RFID News July 2003 - December 2005

Founded the leading RFID publication with more than 85,000 unique visitors in December of 2005. RFID News is an established thought-leader in the expanding and controversial industry. Affiliated with Avisian, Inc in March of 2004.

Editor at Avisian, Inc March 2004 - December 2005

Developed and maintained a highly customized, Movable Type based CMS for Contactless News, CR80 News, RFID News and Secure ID News, each a leading publication in the automatic identification industry. Developed advertising inventory management systems, user management systems, and paid subscription services. Oversaw a massive architecture overhaul that sparked a substantial growth in traffic, with over 250,000 unique visitors in January of 2006.

Developer at California Chamber of Commerce September 2005 - October 2005

Worked with Blue River Interactive Group to develop Calchamber.com content.

Developer at Apple, Inc. August 2005 - August 2005

Worked with Blue River Interactive Group to develop Apple's internal "Information Systems and Technology" website.

Developer at Pheedo November 2004 - February 2005

Conceptualized and developed a PEAR and Smarty based PHP based advertising and billing system for a leading RSS and weblog advertising system.

Developer at HomeValuesAndListings.com October 2004 - January 2005

Worked with Blue River Interactive Group to develop a PEAR and Smarty based PHP based real estate listing system linking prospective leads with agents. The system includes Authorize.net billing and authorization functionality.

Developer at Donna Karan / LVMH April 2003 - December 2004

Developed and maintained the Spring, Fall and Winter 2003 "New York Stories" dkny.com websites as well as the Spring and Fall 2003 donnakaran.com websites. Built a PHP/MySQL based sweepstakes management system and produced all Flash content.

Developer at Technorati July 2004

Developed online applications to assist in the manual and automated classification of weblogs. Created an aggregator that tracks linking patterns in political weblog communities.

Founder at Memeufacture.com November 2002 - February 2004

Developed and designed the widely cited, Python based multi-language weblog aggregator. Memeufacture uses a combination of editorial selection and bi-hourly spidering to monitor topics from distinct online communities:

- Conservative Politics
- Liberal Politics
- Law
- Apple Computers
- Design
- Top Weblogs
- Persian Language

Developer at Masters of Branding May 2002 - August 2003

Developed Radio Frequency Identification (RFID) applications in Python, Visual Studio

and Macromedia Flash for Fortune 50 companies. Installed and demonstrated RFID systems at Wal-Mart headquarters, as well as being a member of the installation group for the first ever live RFID smart shelf. Represented Masters of Branding at the June 2003 RFID summit in Chicago, Illinois. Created media and applications for L'Oreal Brands (Maybelline, L'Oreal Professionnel, Garnier Fructise, Matrix) Revlon, P&G, Coty, Prada, and International Paper, while working with large retailers such as Wal-Mart and CVS. Conducted retail audits for Coty, DKNY, and Prada.

Developer at The Village Voice May 2001 - August 2001

Worked with a small web development team to produce the weekly Village Voice website, winner of the 2001 National Press Foundation's Excellence in Online Journalism Award.

Developer at Oven Digital UK May 2000 - August 2000

Lead programmer in London for Oven's 'presentation tool' multinational project, integrating an Oracle database, Macromedia Generator and XML communication protocol. Primary internal rich media developer.