

# David Plappert

*The World Changer*



Mailing Address 1300 Third Street, Henry, IL 61537  
Mobile # (651) 894-4607  
eMail david@davidplappert.com  
Portfolio <http://DavidPlappert.com>  
Hair Color Red  
Last Updated Oct 3<sup>rd</sup>, 2015

## AREAS OF EXPERTISE

- Server Administration
  - Cloud (Amazon Web Services, Google Compute, Heroku, Azure, Rackspace Cloud, Linode, Digital Ocean) – 8 years
    - Scaling, Load Balancing, Fail Over, High Availability
      - Web Servers (Apache, Nginx, Tomcat)
      - Database Servers (MySQL, MongoDB, Casandra, Riak)
      - Building AMIs for Scaling & Backup
    - AWS EC2, EBS, ELB, S3, CloudFront, Route 53, RDS, SNS, SES
    - Architecting, Building Out, Maintaining & Transferring Cloud Assets
  - Open Stack – 3 years
  - Linux Shell (favorite flavor is Ubuntu Server LTS versions, RHEL)– 10 years
  - Networking (firewalls (software and hardware), Load Balancing, Routing, Fail Over, Wireless MESH, Iptables, AWS Security Groups, AWS VPC) – 8 years
  - L.A.M.P. Install/Maintenance/Security – 8 years
  - Video Streaming (Red5, Flash Media Server, HTML5 – MP4) – 5 years
  - Opscode Chef (building, editing, deploying and supporting cookbooks)– 3 years
  - Puppet , Ansible (in dev prototypes comparing to Chef)– 1 year
  - Monitoring – 5 years
    - Logstash (ELK), New Relic (Server and Insight), Nagios, Splunk, AWS CloudWatch (AWS SNS), Pingdom, Monit (client and custom server), Graphite
  - Continuous Deployment – 5 years
    - Circle CI, GitHub, Jenkins, Dploy
  - Building Local VMs for Development – 6 years
    - Vagrant, VirtualBox
  - Databases Administrator (NoSQL & Relational)– 3 years
  - Source Control (Git & SVN) Servers – 5 years
  - CDN – 8 years
    - AWS CloudFront, Akamai, Rackspace Cloud Files, CloudFlare, Limelight Networks
  - Caching – 3 years
    - Memcache, At the CDN, Varish, APC, In the DB, Pre-processing, AWS ElastiCache

- Messaging/Queuing – 1 year
  - Rabbit MQ, AWS SQS, AWS SNS
- Website Programing
  - PHP5 – 10 years
    - Frameworks include Kohana, Code Igniter, Yii
  - SQL
    - MySQL – 10 years
    - MariaDB, MemSQL, PostgreSQL, SQLite – 1 year
    - Oracle SQL – 3 years
  - No SQL
    - Mongo DB, Casandra, AWS DynamoDB , Riak – 3 years
  - HTML/CSS – 8 years
  - HTML5/CSS3 – 5 years
  - JavaScript (jQuery, AJAX, jQuery UI) – 8 years
  - Content Management Systems
    - Wordpress – 8 years
    - Drupal – 2 years
  - Action Script 2 & 3/Flash & HTML5 Video (MP4) – 8 years
  - Code Repository using GIT & SVN – 5 years
  - Ruby – 3 years
  - Marketing Automation for Customer Event and Revenue Tracking – 2 years
    - Salesforce, Pardot, Mixpanel, Google Analytics, Segment, Hotjar, Google Adwords, Twitter Ads, Facebook Conversions, Optimizely, (get) Drip, Mailchimp, Stripe, Braintree (PayPal), New Relic Insights, Pingdom, Freshdesk
  - Building and Consuming APIs (Application Programmable Interfaces) – 8 years
  - Telephone Call and SMS/Texting APIs for “smart” receiving and sending– 5 years
    - Twillio, Plivo, Tropo
  - Payments/e-Commerce – 8 years
    - PayPal, Braintree, Stripe, Authorize.net
  - eMail Sending – 8 years
    - AWS Simple Email Service, Mailchimp, (get) Drip, Mailgun, Mandrill, Google Apps
  - User Systems - 2 years
    - Gigya
  - Social APIs (Login, Sharing, Analyzing Posts/Tweets/Pins, Connecting Accounts) – 5 years
    - Facebook, Twitter, Pinterest, Google(Plus), Linked In
  - ElasticSearch – 1 year
  - Chat Integrations (Hubot) for Hipchat, Slack – 1 year
  - Custom Automating for Scaling and Monitoring of Cloud Infrastructure – 5 years
- Miscellaneous
  - Video Editing – 4 years
  - Computer Hardware Repair – 10 years
  - Desktop Publishing – 3 years
  - Photo Editing – 5 years

## INDUSTRIES WITH EXPERIENCE

Marketing, Research, Automotive, News, Religious, Non Profit, Trucking, Printing, Online Photo Management, College, High School, Start Up, e-Commerce, Television, Warehousing, Business 2 Business Sales, Broadcasting, Laboratories, Accounting, Government, Security, Event Management, Task Management, Blogging, Marketing Automation

## PROFESSIONAL GOALS

I call myself a world changer not because I am unhappy with where I am at, but because I see the amounts of potential for the projects that I am involved with. I will not only be your coding and server guru, but I will be the one with all those weird, random ideas that just might make your project the next big deal. I am going to change the world for the better, one project, one person, at a time. ***Is your project the next one to change the world? Then, you just might want a world changer on your team.***

## PROFESSIONAL EXPERIENCE

- IdeaCrew 10/2014 – Current  
Cloud Linux Architect
  -
- VentureBeat 6/2014 – 10/2015  
Sr. Web Developer
  - This role consisted of about 50% Website development, and 50% Cloud DevOps.
  - I worked with the marketing department to implement marketing automation technologies, such as Salesforce, Mixpanel, Google Analytics, Segment, and Pardot. I was working on part of a new e-commerce product, that, in the first year, was able to bring in \$2 million in revenue for just that product (named Insight). I had 1 other developer and 1 marketing person that I worked with to accomplish this goal. We also worked with Optimizely to figure out the best way to get customers to sign up to our newsletter. We were able to increase signups by 500%.
  - At the same time, I was writing up Chef recipes and managing all VentureBeat's AWS infrastructure. They heavily use EC2, EBS, Route 53, ELBs, S3 and CloudFront. We built a CI workflow with GitHub and Jenkins. I started on the conversation about monitoring, and built out the New Relic monitoring solution for every AWS EC2 instance we have.
  - Along with the above, VentureBeat operates an extremely large Wordpress installation (at venturebeat.com). I was a part of a small team that managed the infrastructure(at WP Engine) and codebase for that site. We were able to scale to meet an increase traffic demand of about 150%, year over year.
  - I was a part of a 2 week, 24x7 support rotation for the entire IT department.
    - I interfaced with internal and external customers that had technical needs.
- Finish Line Planner – Full Time 11/2013 – 6/2014  
Tech. Lead
  - I lead a team of web developers to build, from scratch, a web service that helps event planners with tasks from multiple vendors.
  - Built out scalable cloud platform on Ubuntu, code-base is PHP/MySQL with the CodeIgnitor Framework. Using JQuery and JQuery UI for the web interface.
  - Grew product usage by 1500% by utilizing Mixpanel and watching customers actions.
  - Built a scalable AWS infrastructure from scratch, along with monitoring by New Relic.
- Global Missions of the U.P.C.I. – By the project 10/2013 – 11/2013  
Web Developer
  - I built an application that is helping short the time that missionaries need to fund-raiser. Projected savings of a quarter million dollars per year.

- Built an API to keep data centralized and secure. Applications are built with PHP and MySQL. We built up Debian servers for hosting the sites.
- Argonne National Laboratory – Full Time 2/2013 – 11/2013  
Sr. Web Developer
  - Built and managed a suite of applications to manage hundreds of millions of dollars of government money that funded new research projects. Our lab was competing for funds with other national labs, and our application suite grew our funding 152% year-over-year.
  - The applications are built on PHP (the Code Igniter framework) and MySQL. I helped build out our dev, stage, prod environments. I worked with a college intern and was able to teach him a lot about coding and server management, he now manages and updates the whole application suite by himself. I worked with a part-time graphic designer to make a modern, uniform interface for our applications.
  - Working with the government, there are a lot of unique requirements and opportunities that I was able to use to my advantage; and get a 152% Y-O-Y gain for my employer. I not only understood the IT side of the applications, but was able to learn the interesting government rules.
  - I did deploys on ANL's OpenStack infrastructure. I updated and re-wrote some bash scripts and managed some permissions for our team.
- Best Buy Corporate – Full Time 8/2012 – 2/2013  
Sr. Cloud DevOps Server Administrator
  - I worked on an elite team that controlled all the cloud infrastructure across all IT projects at Best Buy, including bestbuy.com. I used Amazon Web Services (AWS) extensively; utilizing EC2, S3, Route 53, VPC, Auto Scaling Groups, ELBs & Direct Connect. Our team also started testing Rackspace's Open Cloud.
  - I helped develop a PHP application to manage our servers, which scaled to over 1,000 total in holiday season.
  - I worked on a one week on-call rotation that supported all of Best Buy's production infrastructure. Thanksgiving Day 2012, Best Buy received **25%** of all e-commerce traffic on the internet. I was the sole person on site to manage and scale production for that traffic.
  - We started moving the AWS EC2 infrastructure to OpenStack for a better managed environment. We were able to reuse most of our Chef recipes, but we had to re-write some of them.
  - I was offered a 12 month contract extension, but turned it down to move to Chicago so that I could get married.
  - All of Best Buys staging and production systems were running on Red Hat 6, except for a couple that were running Ubuntu Server 10.04 LTS. We used Chef V11 to automate the infrastructure for scaling.
- Aceso (v-Webs/iNetGlobal) – Full Time 6/2012 – 8/2012  
Web Developer
  - My job was to help upgrade a web application that served ads to users on the third largest search engine in the world, Aceso. I used PHP, MySQL and memCache on Amazon Web Services (using EC2, RDS, ElastiCache). Heavy javascript, using the jQuery framework with ajax, was used on the front-end. I helped build and maintain the Amazon Web Services infrastructure, by using AMIs and the API for scaling.
  - We utilized our on-site OpenStack infrastructure along with Rackspace's for our search back-end.
- Public Broadcasting Service - Full Time 3/2012 – 4/2012  
Cloud Engineer
  - My job was to set up a plan of action for moving all their web and video servers to an Amazon Web Services infrastructure. I designed many plans to help show backup, scaling,

load balancing, and fail over ideas. I also taught an IT department team the basics of setting up EC2 instances, how to use S3, where and when to use CloudFront, and the advantages to using Route 53 for their many domain names.

- CATCO - Part Time 9/2011 – 2/2012  
Mobile Web Developer – Team Lead
  - I connected to current web based systems (via API) and created multiple mobile versions of content for their sales team. This allowed easier access to customers, products, store locations and services at each location. I worked with one front-end developer. I used mobile features, such as GPS location, to not only help find local stores, but to find local customers, thus saving travel expenses.
  - Technologies Used
    - Website Programming
      - PHP5 (Code Igniter)
      - MySQL
      - HTML5/CSS3
      - JavaScript (jQuery)
      - Oracle
    - Server Administration
      - Linux Shell
      - L.A.M.P. Install/Security
  
- Imagewerks Marketing – Part Time 9/2011 – 3/2012  
Mobile Web Developer - Team Lead
  - It was my job to lead a team of three people in developing many mobile sites for Imagewerk Marketing's main client, SuperValu. My team would take a desktop website that already existed and make a mobile site from it, using its branding and content. I had a front-end programmer, a content specialist and a server administrator on my team. I developed program that would produce a mobile website from a desktop site in less than 1 hour. This saved both time and money for my client as they got paid the same amount for a mobile site as a desktop site, and desktop sites took about 150 hours to make. This program and sites, were made with PHP and MySQL. I learned the Yii framework by request for PHP. The desktop sites were developed with Kohana and required minor tweaks as well, mainly on the API end. I interacted with an API that was made on the desktop sites to pull content, such as the events calendar, coupons, the weekly ad, and contact information. I worked with the server administrator to push all these websites live. I used Apache and Bind to make everything work smoothly. We had four environments that we had to push code between; a development, q.a., staging, and live.
  - I also, for a short period of time, worked on a JavaScript heavy application for ad management. This was a PHP5/MySQL application, built on the Yii framework, for SuperValu's use on all the desktop and mobile sites.
  - Technologies Used
    - Website Programming
      - PHP5 (Kohana, Yii)
      - SQL (MySQL)
      - HTML/CSS
      - HTML5/CSS3
      - JavaScript (jQuery)
      - Code Repository using GIT
    - Server Administration
      - Linux Shell
      - L.A.M.P. Maintenance/Security

- White House Custom Colour – Full Time 2/2011 – 9/2011  
Web Developer & Cloud Server Admin
  - I was tasked with helping bring aboard, technologically speaking, a recent acquisition, whose name was later changed to PickPic. I spent about 70% of my time working with the support team on implementing new features and fixing bugs. I helped re-build the e-commerce aspect of the website. We made it easier to create the image you want and checkout. This feature alone created a high bump in sale completion. The original photo uploader was Flash based, and when we upgraded it, we had to break it apart and learn how it worked. I spent about 30% of the time working with Amazon Web Services-based cloud servers as a system administrator. I developed a number of plans for backup, load balancing, and scalability for their web and database servers. The most challenging one was making the MySQL database highly available. After a lot of research, we settled on having two master-slave configurations and a monitoring server that would fail over between the two based on ping times, loads, etc.
  - Technologies Used
    - Website Programming
      - PHP5
      - MySQL
      - HTML5/CSS3
      - Javascript (jQuery)
      - ActionScript 2 & 3
      - Code Repository using SVN
    - Server Administration
      - Cloud (Amazon Web Services)
        - Scaling, Load balance, Fail Over
      - Linux Shell
      - Networking
      - L.A.M.P. Maintenance/Security
- Brian Walton – Part Time (Nights) 11/2009 – 12/2009  
Web Developer
  - I developed a website for a new local used car dealership. This was a basic brochure website with a limited custom made content management system.
  - Technologies Used
    - Website Programming
      - PHP
      - MySQL
      - HTML/CSS
      - JavaScript
- Jules Yansa – Part Time (Nights) 9/2008 – 10/2008  
Web Developer
  - My job was to help build a video streaming system for a new sports news website. I installed Red5 on their servers, built the Flash piece for the streaming, and built part of the video section of their website. This was done for an emerging sports news company in Brazil.
  - Technologies Used
    - Website Programming
      - PHP
      - MySQL
      - HTML/CSS
      - ActionScript 2
      - JavaScript

- Server Administration
        - Linux Shell
        - Video Streaming (Red5)
  - Apostolic Bible Institute – Full Time 9/2006 – 12/2010  
 Director of Capital Investments for I.T. Department
    - I started working here full time after volunteering for two years during my high school career. My job was to design, implement, and maintain all new projects, as the current president of I.T. was on leave.
    - Projects I worked on
      - New College Website
        - Increased data of prospective students and number of prospect students by 75%.
        - Created a custom content management system with permissions to allow staff to update certain content.
      - Campus Wide Wireless
        - 20 wireless access points
          - Covers 6 separate buildings on 40 acres.
        - Uses two virtual servers
          - One was running Ubuntu as the O.S. and Dan's Guardian as a filter.
          - The other was running MonoWall for DHCP, firewall and captive portal for the student network.
        - Handles over 40mbps, over 150 computers
      - Church & Classroom Video Streaming
        - I setup a system to live stream and record all classes for students on campus.
        - Also streaming all church and chapel services online.
    - Technologies Used
      - Web Programming
        - PHP5 (Code Ignitor)
        - MySQL
        - HTML/CSS
        - JavaScript (jQuery)
        - ActionScript 2 & 3
        - Flash & HTML5 Video (live & archived)
      - Server Administration
        - Cloud (Amazon Web Services)
        - Networking
        - Video Streaming (Red5)
        - Linux Shell
      - Miscellaneous
        - Computer Repair
        - Photo Editing
- Comprehensive Research Group – Part Time (Nights) 1/2005 – 6/2012  
 Director of Capital Investments for I.T. Department
  - My job was to give advice to the head of I.T. There would be a number of times when doing an apple to apple comparison of specs for a project, that I would be able to do it myself at a lesser cost.
  - Projects
    - New Website
      - Made a custom content management system for them to be able to update pages

- Integrated video streaming into website
  - New online application processing for prospective study subjects.
- Streaming Research Studies
  - Live and archived
  - Can be recorded in 2 languages
  - Saves travel expenses & archives for later research and legal ramifications.
- Technologies Used
  - Website Programming
    - PHP5
    - MySQL
    - HTML/CSS
    - JavaScript (jQuery)
  - Server Administration
    - Cloud (Amazon Web Services)
    - Video Streaming (Red5)
    - Networking
    - Linux Shell
  - Miscellaneous
    - Computer Repair

## PERSONAL VENTURES

- UCstreaming
  - UCstreaming is a live streaming service that helps churches put their events online.
  - 3 Million minutes have been viewed using UCstreaming.
  - Raised \$21,000 angle round to help with marketing in July, 2013. Already increased business revenue by 30%. Profit margins are at 60%. Closed down 5/15 to focus.
  - Technologies Used
    - Web Programming
      - PHP5
      - MySQL
      - HTML5/CSS3
      - Javascript (jQuery)
      - Flash & HTML5 Video (both live and archived)
      - Action Script 2 & 3
    - Server Administration
      - Amazon Web Services Cloud, Rackspace Cloud & Linode
        - Scalable, Load Balancing
      - Linux (Ubuntu) Shell
      - Networking
      - L.A.M.P setup
      - Video Streaming (Red5)
    - Miscellaneous
      - Video Editing
      - Desktop Publishing
      - Photo Editing
- Math and Science Academy
  - I am the manager for all the audio and video setup for all the major concerts and events that this high school puts on. I run sound, lights, and video for about 5 events a year.
  - I also helped developed their computer network of over 300 Windows based machines on a domain network.



- Technologies Used
  - Server Administration
    - Networking
    - Video Streaming (Red5)
- Million Dots For Christ
  - This is a fundraiser that I setup to help raise funds for an orphanage, a chemical dependency help clinic, a troubled boys home, and youth projects.
  - Customers purchase groups of dots (or pixels) and then get to place an advertisement or note in that space. The larger the size, the higher the donation required.
  - I got featured in many news outlets, including USA Today, the Minnesota Star Tribune, and Woodbury Bulletin. It was also shared on many internet blogs and radio stations.
  - Goal is to raise \$10,000 a year to put toward the above organizations.
  - I won many contests for raising the most funds, the most innovative way.
  - Technologies Used
    - Website Programming
      - PHP5
      - MySQL
      - HTML5/CSS3
      - JavaScript
      - ActionScript 2
- eTechShip
  - This was my first stab at opening a business. I started profiting while yet in middle school.
  - It was a e-commerce, bidding site for computer hardware.
  - I would purchase lots of 10-15 used computers for about \$20 a piece. Then, I would fix them up and sell about 75% of them for about \$100-\$150 a piece. How I marketed the computers was key to selling at that price point.
  - Technologies Used
    - Website Programming
      - PHP5
      - MySQL
      - HTML/CSS
    - Miscellaneous
      - Computer Repair

## SITE EXAMPLES

- Front-End & Back-End
  - FinishLinePlanner.com
  - VentureBeat.com
  - Insight.venturebeat.com
- Back-End/Infrastructure
  - Apostolic.org
  - m.Mackenthuns.com
  - BestBuy.com
  - PickPic.com

## WHAT THEY'RE SAYING

- *David is a dev genius.*
- *David Plappert responds quickly ...*
- *David makes sure to explain things as best as possible ...*
- *David's a commando. He ... is fast and efficient at getting results.*
- *David is a great person to work with and under.*