

Eric Rook

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Web/Digital Experience

Florida Polytechnic University // Web Developer/Designer

July 2018 – Present

- Coordinate redesign, migration, and launch of new University website.
- Develop custom site pages and templates using PHP, XSL, and JavaScript for WordPress and standalone sites.
- Advanced knowledge of OmniUpdate CMS.
- Set up advanced Google Data Studio dashboard for tracking University-wide analytics.
- Develop/maintain custom HTML email templates in Pardot/Salesforce.
- Maintain all aspects of the University mobile app.
- Lead in-person and remote trainings on using CMS WYSIWYG or source code editor.

Tampa Bay Buccaneers // Senior Coordinator - Digital Development

March 2014 – July 2018

Previous Roles: IT Web Admin and Web Developer

- Coordinate the development of custom HTML, CSS, and JavaScript landing pages and microsites for the official Tampa Bay Buccaneers' website
- Coordinate and maintain all development aspects for internally hosted sites including company's Intranet and satellite websites
- Develop WordPress and standalone web applications using advanced jQuery, PHP, HTML, and CSS
- Advanced knowledge of the NFL's proprietary CMS (content management system)
- Support coach/player radio shows with social media and live streaming to Buccaneers' website and app
- Run TriCaster streaming system to stream live shows and press conferences to the web, app, and social
- Publish web, app, and social posts for live shows and press conferences

Mad Mobile (Hire Vergence) // Front-end Web Developer // Contract

January 2014 – February 2014

- Provide Front-end support for Backbone.js Single Page Applications
- Implement Google Analytics, AdWords, and Floodlight Conversion Tracking for various national clients

UCF, College of Arts & Humanities // Assistant Web Developer

February 2013 – August 2013

- Develop and maintain client facing applications and websites for all sixteen of the College's departments
- Work with JSON and XML APIs using PHP and AJAX to retrieve information from popular web services such as Twitter, Vimeo, and Flickr
- Develop user interaction methods using jQuery UI as well as Yahoo's User Interface library
- Maintain consistent communication with department liaison (client) to ensure the projects timely completion

Advanced Skills

- Project Management
- PHP, HTML, CSS, JavaScript, jQuery, jQuery UI
- Adobe Creative Suite
- Microsoft Office
- OS - Windows and Mac

Education

University of Central Florida // December 2013

Bachelor of Arts in Digital Media (Web Design)

Honors and Recognition

Invited to participate in the UCF's SVAD Annual Premiere and Exhibition

April 2013

Presented Google Chrome *Kaleidoscope* extension that manipulated existing web styles to "tame a colorful web" for colorblind and visually impaired users.