

**Sean Buscay**  
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*"Sean brings a wealth of technical and business experience to everything he does. He is an experienced Drupal Developer who understands the importance of not only executing but when necessary delegating tasks properly. Tree House had the privilege of having him serve as both a Sr. Developer as well as Technical Project Manager. The latter included wearing many hats, including Technical Writing, Training, and Business Development... all of which he excelled at."*

Michael Caccavano -  
CEO + Founder  
Tree House Agency

## ***Objective***

**To help clients effectively achieve their goals** on the Internet by serving them as their technical project manager, needs analyst, strategic partner, and tool builder.

**To meet clients' needs** with solutions in the following areas:

1. Drupal web design and development
2. Publishing and managing websites
3. Information Technology and web applications

## ***Professional Profile***

**Passionate about helping clients effectively use technology to achieve their business and organizational goals.**

**Over twelve years experience** as a professional interactive services provider working with national clients providing end-to-end services for creating, implementing, and maintaining web-based business and marketing solutions.

Served as **Senior Developer** and **Technical Project Manager** in an interactive agency for high-end, high traffic media sites, **Director of E-Marketing and Interactive Services** in two advertising agencies, the **Chair of the Department of Communication and Information Technology** for a large North American non-profit, and as a **freelance consultant, writer, and developer**.

**Experience in a variety of industries** including television and media, publishing, consumer-packaged goods, financial services, telecommunications, high-tech, non-profit, US government, and destination/travel.

## ***Roles/Positions I'd like to Serve In***

1. Senior Developer
2. Technical Project Manager
3. Customer Support and Trainer
4. Technical Writer (including white papers, marketing material, and documentation)

## ***Areas of Expertise***

Technical Project Management | Web Development & Design | Web Mastering & Site Maintenance | Database Optimization, Web Applications, & Content Management Systems Engineering | Programming & Extending Functionality to Websites & Intranets | User Interface Engineering | Server Set-up/Maintenance | E-Marketing & E-Business Strategic Consulting | Search Engine Optimization | Web Ad Design/Development | Shopping Cart Development | Email Marketing & Campaign Tracking | Internet Surveys & Web-based Market Research | Usability Testing | Marketing Communications & Brand Consulting | Marketing Research/Statistical Design & Analysis | Skilled Strategy Document - Marketing - Data Report Writer

*“...his legacy will be the professionalism he brought...from the development of the Archdiocese database ... to his technical support of our departments and ministries... His legacy also includes a solid technical infrastructure...a foundation on which we can build a website that serves our [mission]. From a top-line server ... to a premier open source software platform [Drupal] that we can grow affordably for the foreseeable future, Sean has left us a vehicle...that we can use for a powerful witness....”*

March 2008 – The Word Magazine-The Official Print Publication of The Antiochian Orthodox Christian Archdiocese Of North America

## Computer Skills

- Certifications in a number of advanced electronics and programming courses while in the US Military as a Submarine Sonar Technician
- 12 years programming and software development
- 12 years Windows development
- 5 years Drupal programming
- 8 years LAMP-style website development, with strong skills in HTML, XHTML, CSS, JavaScript, and AJAX
- Expert in object oriented programming for PHP and some Java
  - 8 years PHP programming
  - 6 months Java (primarily concepts and design patterns, no major implementation experience)
- Strong database skills, with 8 years MySQL experience, and 8 years MS SQL
- Skilled in building websites with high scalability / volume requirements
- Working knowledge of SOAP, XML-RPC, and REST (primarily via APIs)
- Experienced server manager for Linux and Windows Server 2003

## Soft Skill Set

- Ability to develop a vision for the future of a department or organization, while possessing the planning skills to establish & meet goals necessary to achieve the vision
- Organizational & people skills to manage departments & teams (in-house and virtual)
- Ability to apply critical thinking, an inquisitive approach, generate new ideas, & learn quickly the knowledge necessary in any position to carry out authority & responsibility
- A self-starter who seeks challenge, with the ability to change gears quickly & often when necessary for success
- Presents self well in person & often acts as a consultant/team member to clients (internal & external)
- Ability to work with people in multiple teams/departments at all levels within a business or organization (including: CEO, Executive board members, Sales & Marketing professionals, IT)

## Sample Client List

Lifetime Television, Washington Post Newsweek Interactive, Fast Company, Verizon, DressUpChallenge.com, Sony BMG, Time Out New York, Sylvan Learning Systems, New World Pasta, Hershey Foods, Hershey's Chocolate World, The U.S. Department of Interior, The U.S. Treasury Department, Ducks Unlimited, Reader's Digest, Lancaster County Convention Center, OnQ Technologies, Furmano's, Rutter's, The US Democratic Caucus

## Employment

*August 2009 to Present*

Freelance Drupal Developer, Technical Project Manager, Strategist, & Writer

As a freelance Drupal developer and project manager, I continue to manage a number of website projects and development teams for clients to help them specify, architect, and build web-based solutions to meet their business and organizational goals.

Recent Drupal Projects include:

1. Project management, site architecture, and development services to build and launch: <http://www.dems.gov/> for the Democratic Caucus.
2. Project management and site theming on the new (soon to be launched)

*“Sean has contributed heavily to our agency through his new business, interactive and research efforts.”*

Bill Donovan-  
President and CEO  
Donovan Advertising and  
Marketing Services

website for Russell Reynolds Associates (a worldwide global leadership consultant). - <http://www.russellreynolds.com>

3. Rescuing the multimedia site <http://orthodoxsermons.org/> by updating and coding their media management solutions. This site includes heavy use of the Drupal media mover module. It should be re-launched by the end of this quarter.

*June 2008 to August 2009*

Tree House Agency - [treehouseagency.com](http://treehouseagency.com)

Served in two positions over the past year, first as **Senior Developer** then as **Technical Project Manager**.

While at Tree House serving as Technical Project Manager I have managed a virtual team of top-notch talent which creates high traffic, dynamic sites for big-name clients like Time Out New York, Verizon Wireless, Mansueto Ventures, CBS and Sony. To keep up with the fast development pace and maintain high standards for both code and service I recommended and worked to help implement our current Agile development process.

I consistently demonstrate high initiative and passion for the work, take ownership of projects, and together with my team, drive projects to a successful completion; making sure our clients get a product that achieves their real-world goals

Both as a senior developer, and as technical project manager, I often take a lead role in the conceptualization of projects, functional and technical discovery, and system architecture. I bring in the right players at the right time to maximize efficiency and typically act as a bridge between clients, engineers and developers.

My responsibilities and necessary skills include:

- Ability to work to define client needs and then architect a Drupal system to help meet their needs
- Managing projects from conception and initial discussions through their execution, and on to their delivery
- Strong writing & analytic skills, including writing proposals, functional and technical specifications, estimates, client communications, requirements analysis, training, documentation and manuals
- Proven research skills
- Creative thinking
- Ability to work in an extremely fast paced and flexible environment
- Experience with a project management methodologies like Scrum & GTD
- Managing a virtual team
- Demonstrated interest and knowledge of social media
- Custom PHP/MySQL/Drupal coding (e.g., Drupal modules and custom db queries)
- Custom Drupal Theming
- Website architecture planning & Code review
- Installation and configuration of Drupal-powered websites
- Patch existing modules for additional functionality
- Security updates
- Client contact throughout development process
- Work closely with the rest of our development team

*Dec 2003 to May 2008*

The Self-Ruled Antiochian Orthodox Christian Archdiocese of North America  
**Chair of the Department of Communication and Information Technology**

Built a department and a small team to provide the communications, knowledge, and information technology systems that empowered the organization to maximum

*“Sean Buscay has both my personal and professional recommendation for any position which requires a solid balance among technical, communication, and management skills. My experience with him has proven his skills from the ground up, including system administration, project management, web development, as well as human resource management.”*

Ruston Miles  
President and CEO  
Bluefin Payment Systems

effectiveness.

Migrated the organization’s main website from a large static html site to a Drupal powered website, realizing the following benefits:

1. A website based on a system and standards that are widely supported in the business and non-profit communities, providing many new support options
2. A standardized system to make updates in a timely fashion and provide better support
3. Improved search capabilities for visitors to easily find content relative to their interests and needs
4. A better audio system, improved video postings, an easier way to syndicate content and to enable users to subscribe to our content

Focused the tight resources of the department on the following activities:

1. Growing & Enhancing the Website (Antiochian.org)
2. Providing Database and Fund Raising Software to the Archdiocese (large-scale database support and training)
3. Continuing Staff Development (training)
4. Providing Technical Support and managing a Help Desk

*Oct 2001 – Dec 2003*

Donovan Advertising and Marketing Services - Lititz, PA

**Director E-Marketing and Interactive Services - Director Marketing Research**

Developed E-Marketing and Information Technology strategies for clients, implemented plans, and achieved outstanding results.

Worked with a broad range of national and local clients, in various industries, to help solve marketing and business needs with communications and technology solutions. Conducted technology, information, and Internet communications needs assessments to develop and implement strategic plans for clients. Developed and maintained websites, intranets, and information and content management systems for a variety of clients in a number of industries. Provided training and support on custom-built content management systems. Provided networking and other technology troubleshooting and maintenance support for clients (both internal and external).

Served as a member of the agency’s New Business Development team.

Recommended and developed the new business and sales strategy. Developed and built the contact management system. Procured initial sales leads and continued to help generate new leads. Facilitated and coordinated the development of new business material. Wrote new business proposals and met with prospects as part of new business pitches.

*Jan 2001 – Oct 2001*

**Freelance Marketing & E-Marketing Consultant, Web Application Developer/Programmer**

Developed E-Marketing strategies and solutions to meet clients’ marketing and business needs. Provided interactive services and web design and development services to various business clients and advertising agencies. Provided networking and web hosting support and maintenance.

Facilitated and directed strategy sessions with business clients, at the CEO/President level, to develop technology and web communications solutions to business, sales, marketing, and information problems they faced on a daily basis.

Developed database-driven web applications for businesses and organizations to improve processes, increase revenue, and decrease costs.

*July 1997 – Jan 2001*

The Ball Group - Lancaster, PA/ Baltimore, MD

**Director of Marketing Research**

(Work Included: Web Design, Database Programming, and Internet Research)

Developed and implemented marketing plans to help clients achieve their business/marketing goals.

Conducted website usability testing, web surveys, and database programming for clients. Worked with designers to provide programming and development assistance on various client websites. Set up and trained clients on database-driven contact management and project management systems.

Worked with clients and internal team members to develop marketing, sales, and marketing research solutions that solved client's business and marketing needs (typically developing new markets, new customers, new products, or new sources of revenue).

## ***Education, Honors, Certifications, and On-Going Learning***

As an example of on-going learning, here is a list of development books I have read, mastered, and applied to my work in the last 18 months:

- [The Mythical Man-Month: Essays on Software Engineering](#) by Frederick P. Brooks
- [Joel on Software: And on Diverse and Occasionally Related Matters ...](#) by Joel Spolsky
- [More Joel on Software: Further Thoughts on Diverse and Occasionally Related Matters...](#) by Joel Spolsky
- [Painless Project Management with FogBugz](#) by Mike Gunderloy
- [Using Drupal](#) by Angela Byron, et al.
- [The PHP Anthology: 101 Essential Tips, Tricks & Hacks](#) by Ben Balbo, et al.
- [Learning Drupal 6 Module Development: A practical tutorial for creating your first Drupal 6 modules with PHP](#) by Matt Butcher
- [Pro Drupal Development](#) by John K. VanDyk and Matt Westgate
- [Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition](#) by Steve Krug
- [The CSS Anthology: 101 Essential Tips, Tricks & Hacks](#) by Rachel Andrew
- [Drupal: Creating Blogs, Forums, Portals, and Community Websites](#) by David Mercer
- [Getting Real: The smarter, faster, easier way to build a successful web application](#) by 37signals
- [The PHP Anthology: Object Oriented PHP Solution, Volumes 1 & 2](#) by Harry Fuecks
- [The Principles of Beautiful Web Design](#) by Jason Beard
- [Build Your Own Standards Compliant Website Using Dreamweaver 8](#) by Rachel Andrew
- [Build Your Own Database Driven Website Using PHP and MySQL](#) by Kevin Yank
- [AJAX and PHP: Building Responsive Web Applications](#) by Cristian Darie, Bogdan Brinzarea, Filip Chereches-Tosa, and Mihai Bucica

*February 2001 – October 2001*

Sandler Business Institute - Lancaster, PA

### **Sales, Marketing, and Business Leadership Training**

Training included: Time Management and Goal Setting, Team Building and Communication, Hiring and Termination, Delegation, Leadership Roundtables, Systematic Selling, Setting Goals and Developing a Formula for Success, Creating a Prospecting Plan, Stress Management, Motivation for Employees, Negotiation, Transactional Analysis

*April 1999 – November 1999*

Supervisory Academy - Lancaster, PA

### **Supervisory Academy presented by Dostalick ET Al through local Chamber of Commerce**

Training during this six-week course included: The Changing Role of the Supervisor and Organizational Culture, Communication, Motivation/Recognition/Reward, Empowerment of Employees, and Performance Management

*1997 – Present*

### **Various Technical/E-business & Marketing Conferences including DrupalCon Boston 2008 and this year's DrupalCon DC 2009**

To stay current with the latest e-business and marketing trends, attended multiple conferences sponsored by the American Marketing Association, The Market Research Association, and Various E-Business Conference Sponsors

1995 – 1997

The Pennsylvania State University, Capitol College

**Graduate with High Distinction, B.S. in Applied Behavioral Science**

1993 – 1995

Lee University - Cleveland, TN

**Major in Psychology and Minor in Bible/Religion**

1988 – 1993

The United States Navy

**Petty Officer, Submarine Sonar Technician, Electronics and Programming Training**

This four and a half year “educational experience” taught many life lessons, including: The value of team work, commitment, leadership, integrity, and succeeding under stress. Formal training included electronics, programming, engineering, leadership, and communication.

***Professional Memberships & Honors***

- Drupal Association Individual Member
- The International Honor Society in Social Science (Pi Gamma Mu)
- The National Honor Society in Psychology (Psi Chi)
- The 1996-1997 Penn State University at Harrisburg, Outstanding Behavioral Science Student Award
- Various scholar awards and scholarships received while at Penn State and Lee University
- American Marketing Association
- Market Research Association

***On-line and Off-line Community Activities***

- Founder of the popular Christian web developer community: Christian-web-masters.com
- Volunteer Web developer and Web master for the Strasburg Community Parks Foundation
- Boy scout Parent and Volunteer
- Technical support for multi-media learning presentations in Strasburg-Lampeter School District
- Member of SitePoint.com forums since March 2002
- Member of Drupal.org and the Drupal Association

***References, Code Samples, Case Studies***

Available upon request.