

## WordPress and .htaccess Security for Small/Medium Business; WordPress, WooCommerce, Database Development; Technical Problem Solving, Technical Writing

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### Top Skills

- WordPress & .htaccess Security and Maintenance, for shared hosting web sites. I keep WordPress sites working.
- WordPress & WooCommerce development, HTML, CSS, PHP, MySQL.
- Technical Writing and Process Improvement. Communicating complex ideas clearly, even to emotionally invested people.
- Clarifying Business/Client Needs, Translating to Technical Requirements.
- Coordinating Workable Solutions from multiple areas of expertise.
- Identifying IT safety issues, technological risks and social dangers.
- Work well in teams, able to convey my ideas and analysis clearly. Work well independently.
- Experienced at working remotely. Available for occasional or frequent travel. Phoenix, AZ.

### WORDPRESS, WordPress and Database Development

- Enhanced WordPress security against hackers, on shared hosting. Optimized site performance and kept sites running well. Changed company culture and procedures for web site and data security. Quarantined new client's hacked sites and rebuilt with security and without malware.
- Promoted sites to social media, so people referencing your pages will display your chosen text and image, for Facebook, Twitter, LinkedIn, Pinterest, Slack, OpenGraph
- WordPress & MultiSite installation and troubleshooting. Got broken WordPress sites working. Resolved server, site, security and plugin issues. Customized security for company's pages, in Apache, Nginx and IIS servers, including [Hobbs-Herder](#)
- Developed WordPress themes and plugins, e.g. custom MySQL data in site. Configured WordPress plugins including security, backup, caching, membership, Google Analytics, SEO, domain mapping, podcasting.
- WooCommerce setup, with grouped products [Music of Deborah Offenhauser](#).
- Custom databases and reporting in WordPress: data types matching business needs, custom reports for visitors and management.
- HTML 5, PHP 5 and 7 (object oriented), CSS3, MySQL 5 (OOP, prepared statements, PDO), WordPress, WordPress MultiSite, HTML to Kindle. Apache, Nginx, IIS.
- Automated collecting information from multiple web sites (web scraping), to MySQL or WordPress. Projects include: all County Assessor and Treasurer information for tax lien and real estate investors.
- Converted table-based web sites to WordPress or easy-to-maintain responsive CSS design for all browsers. Trained small business owners easy way to update their web sites.
- Helped authors and workshop leaders get their books/audios/videos published and marketed.
- Database systems: Designed and wrote (or installed and customized) systems, cleaned and transferred data, documented, trained users. Designed management reports.
- WordPress and web site development, [Computer & Web Site Help](#), [www.glerner.com](http://www.glerner.com), [Liquid Fluoride Thorium Reactor](#), [Website Technical Consulting](#), [Mountain Valley Center](#).

## Technical Sales

- Trained people in effective sales process, improving performance of new and experienced sales people. Quickly discover exactly what client wants. Frequently slashes time to close sale.
- Managed client accounts, pre-sales and sales conversations, determined client requirements & technical needs, wrote proposals, fulfilled orders. Won contracts, better matching one client's needs than 60 competitors.
- Developed new line of business, incl. marketing strategy & email campaign, increasing annual sales over 75% with doubled profit margins.
- Redesigned quoting and account management systems so existing people could handle three times as many quotes and fulfill 50% more sales.
- Sold software/books to novices and highly technical customers, matching their knowledge level & learning style.

## Communication and Writing

- A Nuclear Reactor Without Long-Term Nuclear Waste? No Loss of Coolant Accidents?, industry leaders using for communicating to business leaders.
- Transcribed & edited business coaching program (1000+ pages): business growth, leadership, effective meetings, marketing, sales, cultural change, conflict resolution.
- Running an Excellent Help Desk: Technical Problem Solvers Improving Your Business
- Wrote processes for novices to troubleshoot technical installations.
- Rewrote manual for training program used nation-wide.

## Technical Support Improvement

- Expert at getting web hosting company tech support to solve problems.
- Developed reporting system showing management which client service issues to focus on, and service improvements. Used in renegotiating multi-million dollar contract.
- Trained technical people in communicating so clients knew what was done and were satisfied issues were resolved. So good with clients frustrated with ongoing problems, coworkers would pass them to me.
- Designed technical solutions & business processes that reduced costs of client service issues.
- Implemented database to manage customer service issues. Maintained knowledge base of best support practices and technical solutions.

## Business Leadership, Strategy, Process Improvement

- Designed processes, decreasing training time from 3-4 months down to 2 days on key steps for fulfilling customer orders. Eliminated bottleneck to increasing customer base, while saving company minimum \$500,000/year in payroll expenses.
- Advised President on strategy and negotiations that prevented lawsuit; decrease in productivity and sales would have ruined the company.
- Developed procedures (Raiser's Edge) so temporary staff could process donations accurately. Freed staff to fund-raise. Reduced contact management/cleanup expense.
- Redesigned training and processes for workshop audio setup and production, eliminating operation mistakes so events sounded great.

## Work History

Lerner Consulting: President, 2000 - Present

Video Communications, Inc. : Vice President of Network Sales, Jan 2006 – Jan 2008

Donation Processing Procedures: San Francisco Food Bank, other non-profits: 2002 – 2005

NorthPoint Communications: Process Engineer Consultant, June – September 1999

Electronic Data Systems/Blue Shield of CA: Technical Support Consultant, Database Reporting, Dec 1997 – Feb 1999

PMI Mortgage Insurance, Improve Technical Support, Database Implementation, June 1996 – May 1997

## Software

Web site design: WordPress, HTML5, CSS3, PHP7 (Object Oriented, Name Spaces), MySQL (PDO, Prepared Statements), phpMyAdmin, MySQL WorkBench design & modeling, .htaccess, SSH, SFTP, GIT, TortoiseSVN, JavaScript, DreamWeaver8. Apache, IIS7.  
Web data extraction to MySQL.

IBM Kenexa Assessments: HTML5.0 90th percentile. CSS3.1 90th percentile. MySQL 90th percentile. PHP5.3 80th percentile.

WordPress MultiSite installation (Apache or IIS), WooCommerce, InfiniteWP, troubleshooting, theme and plugin design.

Converting Photoshop designs to WordPress themes, HTML/CSS.

SEO, keyword research. Google Webmaster Tools & Analytics. AWeber, MailChimp.

Technical support management (Remedy, Support Magic), Raiser's Edge, Crystal Reports.

Programming: PHP, MySQL, C, C++, etc.

Audio editing and transcription. Convert HTML to Kindle.

## Training

Landmark Education: 2001 – 2007, 2016 Developing community projects. Managing teams. Leading effective presentations.

California Leadership Center: 2008 – 2010

- Bryan Franklin Coaching Program: Business coaching, sales process, leadership, effective strategies, collaboration, effective meetings, business culture changes.
- Sales Training: Sales to value markets. Training sales departments.

Peak Potentials: 2008, 2009, 2014, 2016 Produce long-term business income in any economy.

JeffandKane.com: 2009-2011 Business coaching, sales, leadership, negotiation.

Jay Abraham Master Mind Marketing Mentorship: 2007 Business innovation and marketing strategy.

Polycom: 2007 Certified in Network Sales and Video Conferencing Sales.