

Michael Lauridsen

Senior Full Stack Engineer

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Summary

Passionate and experienced Full Stack Web Developer with a proven track record of independently conceptualizing, architecting, and executing end-to-end web applications. Adept at working closely with end-users and management to translate needs into scalable and intuitive applications. Committed to delivering high-quality code and exceptional user experiences while leveraging both front-end and back-end expertise.

Education

B.S.

Information Sciences & Technology

Rochester Institute of Technology

📅 2008 - 2013

📍 Rochester, NY

Skills

Programming: PHP, Javascript, jQuery, Vue, MySQL, Phalcon, MongoDB, Astro, Redis, Beanstalkd, Alpine, Node, React, Nuxt, Laravel, CSS, Typescript

Architecture & Methodology: OOP, MVC, RESTful API, Microservices, Web Components, UI/UX Design, Responsive Design, Data Modeling & Normalization, Systems Analysis, Database Design

Other: Sentry, Git, Bootstrap, NPM, Composer, Yarn, Bulma, XDebug, Webpack, Vite, LAMP

WORK EXPERIENCE

Senior Full Stack Engineer Internet Marketing Ninjas

2014 - 2023 | Clifton Park, NY

- Hired to develop and lead greenfield initiatives to build SEO tools and standardize and modernize PHP, Javascript, and MySQL development practices to create new products
- Engineered 11 significant PHP and Javascript projects focused on data analysis and reporting by harnessing data mining and data from third-party APIs to provide analysts and clients actionable information to increase traffic
- Architected a highly scalable language-agnostic worker system for distributed data mining, normalization, and analysis that processes on average 700k pages a week to provide actionable information for clients
- Spearheaded the programming team's transition to cutting-edge web development frameworks, such as Vue.js and Phalcon, championing the adoption of modular and reusable solutions resulting in enhanced efficiency, consistency, and effectiveness across all projects
- Launched and developed the company's first premium SEO tool for public sale, with over 4000 users, allowing customers to analyze Featured Snippets to find opportunities in content for optimization
- Built an SEO reporting dashboard utilizing Phalcon, PHP, Javascript, Vue, and MySQL, catering to both internal use and clients with dozens of reports to provide SEO insights for improving traffic and conversions
- Led the design and normalization of the primary reporting MySQL database, which manages and stores 3 terabytes of data, supporting 20+ tools and applications for over 100 clients and websites
- Overhauled application logging and error tracking by optimizing data collection and implementing diverse alerting strategies, resulting in streamlined error resolution
- Analyzed performance using profiling techniques to optimize and improve both PHP using Xdebug and Javascript using Chrome developer tools, resulting in faster reports and page loads
- Used the following: PHP, Javascript, Vue, Phalcon, KnockoutJS, jQuery, Alpine, MySQL, Mongo, Redis, Beanstalkd, XDebug, CSS

Web Developer Assistant RIT Saunders College of Business

2011 - 2013 | Rochester, NY

- Engineered 3 new major projects to solve software needs for distinct departments while maintaining the public website and other internal web applications
- Maintained and completed updates to the public-facing Saunders College of Business websites
- Research and learn new web technologies to update legacy codebase and improve performance