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OBJECTIVE

To obtain a position that best utilizes my vast wealth of knowledge of Computer Technologies, interpersonal and management skills, and my strong commitment to excellence.

HISTORY

2006-2008 Managing Editor, Inc. *Internet Integration Engineer*

- Engineered and maintained task-based, Print-to-Web workflows for an Adobe Partner Company product line using proprietary Java engine software, most database technologies, and WC3 conventions, especially XML. Clients that were served were mostly in the Publishing Industry and required state of the art integration of Adobe InDesign desktop and server technology.
- Installed and maintained server and software environments across all platforms for both client support and in house testing needs. These duties involved close collaboration with various departments across multiple corporate lines.
- First and second tier support for client's Adobe Products
- Coordinated and implemented product integration models between clients, sales staff, and management
- Engineered and tested state of the art publishing software utilizing J2EE, PHP, DB query, ActionScript/Flex, complex XSLT and XML, and server-side scripting. Developed and maintained various Adobe plug-ins through AppleScript and other compiled technologies.
- Spearheaded and engineered the transition of the company's decade old, static HTML WebSite to one that is modern, DataBase and CSS driven, as well as user friendly. Drupal based <http://www.maned.com>

1996-present Aequitas Enterprises / sidZone Internet Solutions Corporation CEO

- I manage my own web hosting/design and Internet consulting company specializing in most current technology.
- I'm fluid in most System Administration tasks in Open Source Unix shells (Solaris, FreeBSD, BSDI, LINUX).
- Most server tasks usually revolve around implementation on the Internet/Intranet. I have a strong working knowledge of current W3 technologies, and how to make them be productive.
- I have designed and built web sites from the ground up, and dismantled and reassembled them from the top down. Since 1996, my client list has included Megadeth, Leukemia Society of America, and various non-profit organizations, as well as musical artists and venues.

Administrative

- Responsible for installing/compiling/maintaining applications in 'C' environments
- Updating applications via CPAN/CVS, editing source code and Makefiles.
- Implementation and Maintenance of Content Management Systems (CMS).
- Perl 5 scripting, installation, and updating Perl modules and binaries.
- I am a regular Alpha and Beta tester for software.
- Maintain user file systems, security, and integrity on UNIX shells from command line, or gui
- Installing, Configuring, and administrating Apache Web Servers, Database Servers, Sendmail, SSL, Virtual Hosts, DNS, Streaming Media. The nuts and bolts of the WWW.
- Data flow manipulation via XML and complex XSLT's.
- Search Engine Compilation, Installation, and Maintenance.
- WebSite Marketing, Advertising, and Traffic Analysis.

Coding and Design

- W3C//DTD HTML 4.01//EN/XML/DHTML I try to write HTML that conforms to the latest standards of the W3C, including CascadingStyleSheets and XML.
- Apache modules and implementation including mod_perl
- I utilize the latest Dynamic Shared Objects, SecureSocketLayers for encryption; SQL sockets;
- Session Management through PHP, Javascript, and Cookies;
- Analysis of Web Server Statistics and LogFiles. Track web traffic, usage, and errors, as well as maintaining banner and other advertising. I have a strong knowledge of how many search engines operate, insuring high search result placement.
- Database-driven Internet sites for e-commerce or Intranets. Secure, Fast, and Powerful applications for doing business on the Internet.
- Real-time inventory control, user tracking, credit card transactions, bank reconciliation, and built-in redundancy come included.
- Mail List administration, with web-based support and archives. I have installed and maintained mail lists with thousands of subscribers.
- Graphics, Images, and Design I use mostly graphics and images of my own creation from scratch, including logos.
- Use of PHP4/5 Server-Side scripting language for powerful web applications with a crisp, professional look, yet easy to maintain with simple html code.
- JAVA, JavascriptClient-Side scripting used by me mostly for aesthetics, redirects, and Cookies, although in the past I have made extensive use of Java-based code.
- GUI's of most sorts- Forms, database apps, shopping carts, mail interfaces and archival support
- SSI, FrontPage, DreamWeaver, Flash, SHTML, DHTML, CGI

Online Demos: · <http://www.sidmacleod.com> · <http://www.maned.com>

1991–2005 76 Carriage/Philadelphia Trolley Works Guide/ Performer

Provider of horse-drawn historical tours of Olde City Philadelphia. Besides tourists, I have served major government, entertainment, and business clients, as well as major theatrical contracts(The Sixth Sense, Beloved, Money for Nothing, Philadelphia) and major advertising in both the local and national markets(CBS, NBC, AP, Subway inc, TLC).

1994–present International Inline Skate Assoc Instructor/ Coach Certified Instructor

I provide inline skate lessons for beginners through racers. In 1998, I was coach of the inaugural Leukemia Society of America's Team in Training Skate Team, preparing a team of beginners to skate the 89 mile Athens to Atlanta Skate Marathon. Besides being a member of the National Skate Patrol, I am an original member of the Philadelphia Inline TownWatch, being the eyes and ears for the Philadelphia Police. My activities have included working the VIP doors of the President's Summit on the Future of America for three days, traffic control for the 2000 Republican Convention and annually skating support for police running from Philadelphia to Washington DC in the COPS Memorial Run.

1989–91 Action Auto Rental, inc. Branch Manager

Transformed two unprofitable and mismanaged car rental offices into profit juggernauts. Duties included supervision of not only staff and sales, but maintaining fleets of hundreds of cars. Left employment as the corporation dissolved.

1987–89 Logo League, inc. Instructor/ Administrator

Instructed inner-city high school students in computer and job skills. This job honed my verbal and interpersonal skills, as well as the many administrative tasks necessary to run a business.

1984–86 Footlocker Retail Management

Trained and employed as a store manager for a major retail outlet. I was responsible for sales, and all facets of management from employees to merchandising and bookkeeping for a Fortune 500 Company.

EDUCATION

Philadelphia College of Performing Arts, PAS

-Voice, Dance, and Dramatic Arts

Pennsylvania State University

-Major in Communications; Fencing

-Captain 1980–84 Ultimate Frisbee Team

LaSalle College High School, Philadelphia, PA

-scholarship student in a college prep curriculum

- Activities included: Swimming, Theatrics, Student Government, Debate, Yearbook

AVOCATIONS

Member of: Screen Actors Guild, International Inline Skate Assn., Pennsylvania Historical Society, Horticultural Society of Pennsylvania, Inline Club of Boston, Empire Skate Club(EmpireSpeed), International RollerSoccer Federation, USA Inline Racing, CenterCity TownWatch Committee, National Skate Patrol, Northern Liberties Neighbor's