

# BARRY HOULEHEN

[bhoulehen@att.net](mailto:bhoulehen@att.net) 414-379-4258

Milwaukee front and back end web developer, webmaster, manager and administrator with 20+ years experience. Proficient in HTML, CSS, Javascript, PHP, Photoshop and graphic design. Experienced with a variety of CMS systems and open source frameworks, as well as running large ongoing web projects, overseeing production, and project management with a broad range of clients, industries and applications.

## Experience

### Shepherd Express

**Webmaster 2021–2025.** Web developer, writer and photographer for [shepherdexpress.com](http://shepherdexpress.com), the website of alternative monthly publication Shepherd Express. Managed all aspects of website maintenance, security, updates and content, including daily updates, content editing, graphics, and ads. Also served as the developer for sister ad agency Water Street Creative, handling mostly WordPress sites.

### Douglas Stewart Co.

**Web Developer 2020–2021.** Contract employee for Magento website [dstewart.com](http://dstewart.com) (wholesale and retail school supplies sales). Handled problem fixes including undelivered emails, creating admin forms for adding new content, missing product images, and forms not submitting.

### Freelance Web Developer

**2017–2020.** Webmaster, developer, designer and fix-it guy for a variety of clients and different platforms. MIAD, Trivera Interactive, Marx InDigital, Lost Dog, Chrysalis Design Works, and others.

### Bella Blvd

**Webmaster/Web Developer 2014–present.** Webmaster and web developer for Bella Blvd ([bellablvd.net](http://bellablvd.net)), a mostly wholesale scrapbook design company, for about 12 years. Currently finishing up migrating the online sales site to Shopify from the very outdated Zen Cart PHP platform.

### Site Squad

**Web Developer 2016.** Magento developer for a large group of clients selling online products including chocolates, home brewing supplies, gun accessories, gaming products, plant nurseries, small engines and pet supplies. Worked with clients to manage their web projects and handle software upgrades and content updates.

### MGI Communications

**Web Developer 2015.** Front and back end developer and project manager for primarily local B2B clients; used Codeigniter-based CMS and Magento for e-commerce and technical products.

### Logan Productions

**Multimedia and Web Developer 2012–2015.** Handled developing live streaming web applications for multinational pharmaceutical company Hospira, working with live crew to present quarterly international video events and create consoles for global participants using technologies including Flash Actionscript and Media Server as well as PHP and Javascript, translated live into six languages.

## **Marx Creative**

**Digital Producer/Web Developer 2007–2012.** Created and managed websites for Walgreens TV show Health Corner on the Lifetime channel, with videos and an admin section for producers to upload and update content for each episode. Also created and managed other websites such as Ben Franklin, an e-commerce site created from scratch in HTML, PHP and JavaScript.

## **Hal Leonard Corp./Fender Musical Instruments Corp.**

**Webmaster/Multimedia Producer 2000–2006.** Managed creation and administration of the Fender Players Club website, a joint venture between the guitar manufacturer and the world's largest music publisher which promoted guitar playing by featuring famous guitarists with lessons, videos and audio, and sold guitar accessories and guitar books, CDs and DVDs.

## **Education**

**Marquette University** Milwaukee, Wisconsin

**Master of Arts – Communication: Advertising and Public Relations, 2000**

I was the photography instructor (photojournalism) and photo lab manager in the Journalism department, and wrote my thesis on negative political advertising.

Student Leadership Award from the Marquette Alumni Association, 1998.

**University of Wisconsin–Madison**

Bachelor of Arts – Journalism: Broadcast Journalism

## **Skills & Technology Proficiencies**

HTML, CSS

JavaScript, jQuery, Vue.js

PHP

Magento, WordPress, ZenCart, Shopify, Concrete

Git, Visual Studio Code

Adobe Photoshop, Illustrator, Dreamweaver