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I'm a highly skilled programmer and marketer, with a life time of experiences as a search engine optimization specialist, paid advertising campaign manager, viral video developer, analytic data composer, Social Media marketer, offline campaign designer with implementation, website developer, and mobile/desktop application programmer.

I have been very successful in bringing startup companies from nothing, to generating high volumes of traffic and income in short amounts of time, I've also worked close with a number of larger businesses throughout the Lexington KY area, and individuals worldwide as a freelancer.

I can say with certainty that all of my previous clients will recommend my services without hesitation.

**Important To Me:**

- Documenting and commenting every block of code for easy readability
- MVC (Model View Controller)
- Incremental software development

**Shane Shuford's Skills & Expertise**

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**Programming Languages:**

C/C++

JQuery, jQuery UI, jQuery Mobile

C#/VB.NET

ASP

Microsoft Silverlight

Perl

Python

HTML/HTML5

CSS/CSS3

Web Canvas Frameworks

API Frameworks - Soap, rest, json, xml-rpc, and some I made up myself ☺

**Databases:**

MySQL

SQLite

PostgreSQL

Flat File ☺

## **Operating Systems:**

**Windows:** Windows ME, Windows NT line, Windows 2000, Professional, Server, Advanced Server, Datacenter Server, Windows XP (full line), Professional x64 Edition, Media Center Edition, XP for Embedded Systems, XP Embedded, Windows cyber Xp, Embedded for Point of Service, Windows Fundamentals For Legacy PCs, Windows Server 2003, Small Business Server, Web Edition, Standard Edition, Enterprise Edition, Datacenter Edition, Storage Server, Windows Home Server, Windows Vista (full line), Windows Server 2008, Web Server, Standard Edition, Enterprise Edition, Datacenter Edition, for Itanium-based Systems, Windows 7 (full line), Windows Server 2008 R2, HPC Server, Datacenter Edition, Windows 8 (full line), Microsoft Windows Mobile 2003 Second Edition, Microsoft Windows, Mobile 2005, Windows CE 4.0, Windows CE 5.0, Windows Mobile 6, Windows Mobile 6.5

**Linux:** BackTrack, Ubuntu

**iOS:** Grail1Z4 / Titan1U, Hera, Kodiak, Cheetah, Puma, Jaguar, Panther, Tiger, Leopard, Snow Leopard, Lion, Mountain Lion, Mavericks (still working on it...)

## **Development Experience:**

Desktop Application Development

Web Development (NOT DESIGN)

Mobile Applications (iOS, Android™, Windows® Phone, Blackberry® 5/6/7, webOS and Symbian™)

Wordpress (Templates, Plugins, Theme Transfer from Image)

PSD to Wordpress

Joomla Development (Setup, plugins, templates)

Opencart Development (Setup, plugins, templates)

Software Automation Design/Development

## **Marketing:**

Offline Marketing/Online Advertising

Mobile Marketing

Email Marketing (List Building, Open rate analysis, conversion tracking)

Video Production

Video Editing

Viral Marketing (Video, Article, Image)

Banner Ads (Placement & Sales)

PPC (Pay per Click) (Creation/Management)

PPS (Pay per Sell) (Creation/Management)

PPI (Pay per Install) (Creation/Management)

Affiliate Marketing (Management, Building Affiliates, Sell/Buy)

Text Message Marketing

## **Statistics and Tracking:**

Analytics (Web/Mobile Campaigns)

Google Analytics Setup and Deployment

StatCounter Setup and Deployment

Custom Analytics Design for Web/Mobile

Split Market Testing

Heat Sheet Statistics Implementation

Return on Investment reporting for: PPC, PPS, Affiliate, PPI, Email, Adwords, Bing, Yahoo, YellowPages

## **Research and Reach:**

Customer Retention Through online constant contact

Customer Satisfaction research

Customer Retention Through online constant contact

Overseas Outsource Purchasing, Overseas Sourcing of Services

E-Commerce Sales Process Design

Phone Negotiation Skills

Social Media Management (Facebook, LinkedIn, Twitter, YouTube, Pinterest, Google+)

## **Google APIs (Have Used)**

Ad Exchange Buyer API

Admin SDK

AdSense Management API

Audit API

Blogger API v3

CalDAV API

Custom Search API

Drive API

Enterprise License Manager API

Fusion Tables API

Google Apps Reseller API

Google Cloud Datastore API

Google Cloud Messaging for Chrome

Google Cloud SQL API

Google Cloud Storage JSON API

Google Contacts CardDAV API

Google Maps API v2

Google Maps Coordinate API

Google Maps Geolocation API

Google Maps Tracks API

Google Play App State

Ad Exchange Seller API

AdSense Host API

Analytics API

BigQuery API

Books API

Calendar API

DFA Reporting API

Drive SDK

Freebase API

Google Affiliate Network API

Google Civic Information API

Google Cloud Messaging for Android

Google Cloud SQL

Google Cloud Storage

Google Compute Engine

Google Maps Android API v2

Google Maps API v3

Google Maps Engine API

Google Maps SDK for iOS

Google Play Android Developer API

Google Play Game Management

Google Play Game Services

Google+ Hangouts API

Groups Settings API

Latitude API

Page Speed Online API

Places API

Search API for Shopping

Static Maps API

Tasks API

URL Shortener API

YouTube Analytics API

Google+ API

Groups Migration API

Identity Toolkit API

Orkut REST API

PageSpeed Service

Prediction API

Site Verification API

Street View Image API

Translate API

Web Fonts Developer API

YouTube Data API v3

### **Other APIs (Have Used)**

CallFire.com API

**More On - [www.programmableweb.com](http://www.programmableweb.com)**

## **Successful Personal Projects:**

### **Shuford Technology**

#### **ShufordTech.com**

(Marketing and Development - Services)

Website and business is still in operation.

#### **Technologies used:**

HTML/CSS

JavaScript/JQuery

PHP/MySQL & SQLite

Various Marketing and Development packages

PBX Phone Systems

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### **Glow Set**

#### **GlowSet.com**

(Glow Sticks - E-Commerce Website)

Website and business is still in operation.

#### **Technologies used:**

HTML/CSS

PHP/MySQL

JavaScript/JQuery

Wordpress Custom Template

Wordpress Custom Plugins

Custom E-Commerce Solution

Payment Processing

Affiliate Network Management/Custom Script(PHP)

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**NewAgeSEO, LLC****NewAgeSEO.com**

(Web and Mobile Development - Services)

Website and business are dead.

**Technologies used:**

PHP/MySQL

HTML/CSS3

JavaScript

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**Affiliate Trades (AT)****AffiliateTrades.com**

(Affiliate Network HiJacker Web Application - Community)

Website is dead.

**Technologies used:**

PHP/MySQL

HTML/CSS3

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**Black Hat Money****BlackHatMoney.com**

(Black Hat Marketing Techniques and Software - Sales)

Website is dead

**Technologies used:**

Custom E-Commerce Solution

PayPal Payments

HTML/CSS

JavaScript

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## **Craigslist Marketing Software**

### **No Website**

(Black Hat Marketing Software - Sales)

### **Technologies used:**

C# with SQLite Database

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## **Other Projects worth Mentioning**

- Digital Point Mass Message Application
- PDF to Wordpress Theme Converter
- Custom Affiliate Network Script
- EBay Items Lister Desktop Application
- DirectX & Open GL Games (Lots of them. Most never finished)
- HTML5 Games (Lots of them. Most never finished)
- Xbox360 Games (Lots of them. Most never finished)
- Game Hacks/Cracks/Cheats/Trainers (Mostly Tom Clancy Games) Custom Desktop Applications.
- Personal VPS Webservers
- Cloud API Clone Application (Click, Clone, Create new VPS)