

MARIO CHAMPION

Leading with Creative Vision and Technical Insight

MarioChampion.com | mario@mariochampion.com | 512-576-0824 | Austin, TX 78704

HELLO,

I excel at developing directed and creative web strategies with strong technology underpinnings, aiming with implausible optimism, yet hitting real-world timelines with flexing budgets and resources. A directing, managing and core coding member of creative and tech teams for more than 15 years, I have deep experience in all parts of the process and can advocate authentically and contribute efficiently at all stages of web development. As a team leader, focusing the varied people to their strengths, while bridging the process back to the users, timelines and budgets is a specialty.

I have significant experience architecting and coding LAMP stack web apps and custom tools, both front-end and back-end, including: **PHP, MYSQL, JQUERY, CSS, AJAX, HTML, APIs, BASH, CRON, cURL, SEO, coding WORDPRESS / BUDDYPRESS plugins and custom themes, FACEBOOK connect and APIs, mobile-friendly twitter-bots, Google Analytics, Google Apps setup, SSH, SVN**, and more.

GETTING SPECIFIC:

A recent contract for Milkshake Media concluded with the successful launch of <http://GenerationTx.org>, for which I was, among other tasks, lead back-end developer. GenTX, as the branding calls it, is a very heavily customized Wordpress/Buddypress site developed in PHP, MYSQL, JQUERY/AJAX/JAVASCRIPT, CSS, HTML, Facebook Connect, Google Apps setup, SEO, SSH, SVN, CRON, cURL, and BASH to accomplish the following:

- Install, configure, secure WordPress 3.01 with Buddypress 1.2.5 plugins.
- Using the WP hook/action methodologies, do an extensive rebuild for a new navigation structure/UI/UX, including custom theme development with BuddyPress-compliance.
- Integrate Facebook connect and write several custom functions to extend FB-GenTX integration, including automatic emails of friend-invites to GenTX buddies who are also Facebook friends, and dynamically store/check-for-updates of local copies of Facebook avatars for use on GenTX, speeding up the site considerably.
- Write two custom plug-ins by heavily modifying an existing open-source plug-in to enable a Rating system and a separate Favoriting (i.e., save to my bookmarks) system. This included new mysql tables and whole new nav/options-nav features within the WP/BP system -- without modifying core files for upgradeability.
- Create automated cronjob backups of both php/html/css files and mysql data.
- Loads of jquery/ajax/javascript. a great specific example is the home page's "row-tabs + column-tabs" picker interface, or the zippy auto-complete of 2700+ High School Names in a student's profile page. What is worth noting in these example is the back-end prep work to wrangle and structure data to allow the quick javascript functions on the front-end. I was responsible for that whole chain from data structure to back-end to front-end development in these examples -- and in many more places, too.
- While I was lead back-end developer, there was a lead front-end developer responsible for setting up theme architecture to match photoshop comps, etc. While I did not lead that part of the process, I was heavily involved, both in development of UI/UX from both creative position and from a 'can we accomplish this in time' tech position. As well, I was often handed UI comps and a html/css shell and fleshed them out with dynamic content to match.
- and oh so much more...

So, I am happy to talk with you more in detail about other projects or more detail on this project as an example. I think an easy thing to do would be to visit/show <http://GenTX.org> and gauge if this is the caliber of work you desire. I am available now, and hope to hear from you soon.

Thanks,
Mario Champion

LEARN MORE AT [HTTP://MARIOCHAMPION.COM](http://MARIOCHAMPION.COM)

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STRATEGIC DIRECTION FOR CREATIVE AND TECH TEAMS, AND CODING, TOO

Develop directed creative strategies with strong technology underpinnings.

In-depth experience architecting and coding LAMP stack web apps, both front-end and back-end, including: **php, mysql, javascript/jquery, ajax, html, css, FB Connect, APIs, bash, cURL, WordPress / BuddyPress plugins and theme development and customization, SVN, and building custom reporting tools and more.**

Coordinate efforts up and down the vision > mission > strategy > tactics schema, as well as across platforms and devices, from web to mobile to print and back again.

Aim with implausible optimism, yet hit real-world timelines with flexing budgets and resources.

Directing, managing and core member of creative and tech teams for more than 15 years.

Focus varied team missions to their strengths, while bridging it all to users, timelines and budgets.

RECENT PROJECTS

COMMUNITY STRATEGY DIRECTOR & BACK-END LEAD: MILKSHAKE MEDIA MAR 2010- NOV 2010

For the launch of Generation TX (<http://GenTX.org>), I worked as a consultant to Milkshake Media, serving in a variety of roles centered around launching an online and offline movement to create a 'Career and College-Ready Culture' in Texas.

- Strategy and development for a state-wide field organization, including meet with stakeholders and elected officials, coordinate for the pilot market launches in San Antonio and Fort Worth
- Develop custom tech tools to manage, classify, view contacts and resources
- Research, review, interview tech partners to evaluate solutions
- Engaged in both architecture, UI/UX strategy and **lead back-end developer** of GenTX.org in **php, mysql, jquery, ajax, html, css, FB connect, shell scripting, and custom WordPress & BuddyPress plugins, post types, theme development and customization.**

DIRECTOR, CREATIVE & TECHNOLOGY: FGA MEDIA, Inc AUG 2008- JAN 2010

FGA Media was a startup developing a trans-media life-style brand for tween girls by creating a product and community ecosystem, rooted in the Fairy Godmother Academy book series published by Random House.

- Develop, direct and approve company-wide creative and technology strategies, including web design, brand talking points, social media, and offline community plans
- Coordinate and approve team schedules and budgets
- Guide toy and product development for major retailer pitches
- Create structure for 'Wisdom Cards' (included with each book) and 'Wisdom Acts'
- Own the major transformation of our Series A Investor Deck (Before/after available with NDA.)
- Website Executive Producer (see details below)

EXECUTIVE PRODUCER & CODING: FAIRYGODMOTHERACADEMY.COM AUG 2008-JAN 2010

A "hip & wholesome," parent-friendly, uniquely beautiful website designed to build perpetual online and offline community of 'tweens and parents into "a cultural force for good."

- Guide, approve and contribute to all site aspects and elements, including brainstorming, budgeting, development, visuals/UI/UX design of site and site-features
- Set staff, budgets, schedules and adaptations to timeline and investor needs
- Negotiate dollar-saving 're-licensing' deals with external vendors
- Personally code and monitor iphone-friendly internal tools (**php, mysql, twitter-bots**)
- Directly code and supervise Wordpress theme customization (**php, mysql, html, css, javascript/jquery**)

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STRATEGY, DEVELOPMENT, CODE: HELLODREAMER.COM FEB 2010

An entertainment micro-site/satellite-site for FairyGodmotherAcademy.com, with the aim to connect a community that already invisibly exists: "dreamers" on Twitter. (An extension of FGA Media brand goals.)

- Extensive use of Twitter's APIs, but data stored locally for reliability and speed
- Created the strategy, developed almost all front-end and all back-end code, utilizing **php, mysql, jquery, ajax, cURL, css, twig, and cron-jobs**
- From concept to public beta in about three weeks

TREASURER & STRATEGIST, TURN TEXAS BLUE PAC AUG 2008- PRESENT

There are many broadly-reaching lessons learned in political campaigning. The short version: I am quite comfortable leading and balancing in a 'guide and go with the flow' environment. As treasurer, I am legally responsible and entrusted with hundreds of thousands of dollars, and, with collaborators, the tasks of where and where not to spend it.

- Balance leadership/collaboration with strategies and tactics
- Understand changing pressures and budgets, and evolving data-points
- Utilize quick, some would say 'agile', methods of doing-then-improving
- Implement both tried-and-true and more experimental projects

DIRECTOR OF TECHNOLOGY: TCDP COORDINATED CAMPAIGN MAR 2008 - NOV 2008

For the Travis County Democratic Party's Coordinated Campaign, served as director of technology, covering many roles to convert a 10,000 sq ft warehouse into a working campaign and volunteer HQ.

- Develop onlinephonebanking.com scripts and data management tools
- Custom middleware (FILEMAKER to MYSQL to CSV) scripts
- Txt-msg short-code service via textmarks.com
- Google map-voterdata mashups for blockwalk building tools, and more.
- Hardware and software selection, installation, support for campaigns and volunteers

DIRECTOR OF TECHNOLOGY: TEXANSFOROBAMA.COM NOV 2006 - NOV 2008

Designed, developed, and coordinated TexansForObama.com, which recruited and organized tens of thousands of Obama supporters statewide.

- Significantly extended a soapbox-based community blog with a volunteer and data system
- Coordinated email and txt-msg short-code system
- Posted/cross-posted articles, blogs, events and held offline trainings.
- Conducted multiple press interviews about my work (see MarioChampion.com)
- Organized my way to being elected as one of about 7,000 National Delegates
- Earned an actual seated Silver ticket to President Obama's Inauguration

GAME DESIGN PATENTS AND AWARD

GRIDBLOC GAME MAR 2000 - Mar 2003

GridBloc, an original casual, social game that spans desktop to mobiles, earned two patents and a SXSW/Texas Interactive Media award. Unfortunately, our offices, and the two game servers that backed each other up, were destroyed in a fire, but as it was conceived literally as 'a game you could play in the dirt with a stick,' (so that it could be WAP compatible) you can have fun playing it offline. Read the instructions at <http://gridbloc.com/help>

- Patent #6,659,464 'GridBloc Strategy Game' (<http://gridbloc.com/patent-one>)
- Patent #6,578,848 'Game with moveable play space' (<http://gridbloc.com/patent-two>)
- Award for 'Technical and Creative Innovation' (<http://gridbloc.com/award>)

CO-FOUNDER & CHIEF CREATIVE OFFICER: TEAM SMARTYPANTS, INC 1996 - 2003
ARCHITECTURE SCHOOL, UNIVERSITY OF TEXAS AT AUSTIN 1988 - 1994

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