

DAVE SCHOOFS

ABOUT

DEVELOPMENT, MANAGEMENT & MARKETING

With an extensive background in the web development industry spanning from the early nineties, my passion for exploring diverse technologies is complimented by my commitment to staying at the forefront of the latest industry capabilities and best practices. This dedication shapes my work, leading to the creation of exceptional applications, websites and solutions.

 **MOBILE**
+1 (952) 261-9385

 **EMAIL**
dave@daveschoofs.com

 **WEBSITE**
daveschoofs.com

 **LINKEDIN**
linkedin.com/in/schoofs

EXPERTISE

SKILLS

- » Web Development
- » Application Development
- » Solution Architecture
- » Content Management Systems
- » DevOps (CI/CD)
- » Agile Methodologies
- » Site Optimization & Testing
- » Search Engine Optimization
- » UI & UX
- » Digital Marketing
- » eCommerce

EDUCATION

AS, DIGITAL MULTIMEDIA DESIGN
Hennepin Technical College

EXPERIENCE

2022 - Present **VP WEB DEVELOPMENT & DESIGN**
CAMP Digital / Edina, MN

Oversight and management of the Web Development and Creative departments. Accountable for providing technical mentorship, and conducting code reviews, while ensuring quality output and operational efficiency. Responsible for forecasting, financial management, fostering team growth, driving product development, enhancing reporting processes, and maintaining strong client relations.

- » 42% increase in client website output
- » Architected next generation of product application
- » Implemented enhanced QA / DevOps, AI integration

2020 - 2022 **MANAGER, WEB DEVELOPMENT**
Digital River / Minnetonka, MN

Managed a global development team within Digital River's Creative Services department, tasked with strategic oversight of crafting, delivering, and maintaining diverse eCommerce websites and applications across various platforms for our enterprise-level clientele and partners.

- » Established new development service pipelines through various CMS platforms and headless integrations
- » Clients: Samsung, Logitech, Puma, Calvin Klein, Adidas, Skechers, La-Z-Boy, Toys 'R' Us Canada

2018 - 2020 **SENIOR WEB DEVELOPER**
Digital River / Minnetonka, MN

Team lead for the web development group. Organized and participated in engineering efforts for client projects and our internal initiatives. Primary contact and coordinator between department stakeholders and development resources.

- » Developed GlobalCommerce WordPress plugin
- » Multiple VIP award winner

2014 - 2018 **SENIOR WEB DEVELOPER**
CliqStudios / Minnetonka, MN

Development and optimization for several eCommerce web properties, a proprietary CMS platform, and their 'Kitchen Designer' web application. Delivered scalable web solutions and services while upholding high-quality coding standards and best practices.

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AS, DIGITAL MULTIMEDIA DESIGN

Hennepin Technical College

2013 -
2014 **CREATIVE DIRECTOR**
TempWorks / Eagan, MN

Led the Web Implementation department for new clients, and oversaw the end-to-end development of software-integrated websites. This position involved coordinating teams, aligning design and development implementation along with client objectives, and ensuring adherence to industry best practices and exceeding client expectations.

- » Developed UI for two new software products
- » Organized and executed company rebrand

2011 -
2013 **WEB DEVELOPER / DESIGNER**
TempWorks / Eagan, MN

Development, design, testing, and implementation of client sites and career portals, incorporating 3rd party integrations and customizations. Provided ongoing technical support and UI strategy to clients promoting seamless website experience and user conversions. Focused on utilizing new and emerging technologies to bring continuous innovation to our solutions.

2008 -
2011 **WEB DEVELOPER / DESIGNER**
Outsell / Minneapolis, MN

Web development and design for the company's website and main sales reporting application. Ensuring functionality and aesthetics creating dynamic data visualizations to enhance the interpretability of critical sales data. Creation of graphics, videos, banner ads, animations, and other media.

TECHNICAL

FRONTEND

- » HTML, CSS, Javascript, React.js, Vue.js, Angular, jQuery

BACKEND

- » Linux, Apache, SQL, PHP, ASP.NET, C#, Python, Java, API, iOS/Swift
- » WordPress, Shopify, AEM, Magento, BigCommerce
- » Amazon Web Services, Microsoft Azure, Google Cloud

CRM

- » Salesforce, Microsoft Dynamics 365, HubSpot, SAP, NetSuite