

# GERRY BUNKER

740 Farm Road Marlborough, Ma. 01752

[mechaworx@yahoo.com](mailto:mechaworx@yahoo.com)

978-866-8532

[www.linkedin.com/in/gerrybunker/](http://www.linkedin.com/in/gerrybunker/)

## PORTFOLIO

I am a self-starter possessing extensive expertise across multiple business disciplines. I have an excellent ability to multi-task, conceptualize and strategize in a collaborative environment. I am a forward thinker with experience in absorbing, synthesizing and writing information to be read, assimilated and executed. I am currently seeking opportunities in Digital Marketing, Search Engine Optimization, Digital Project Management, Web Content Production Management or other opportunities. I am eager to work with reputable companies and individuals to bring to light your vision in the digital world.

- Entrepreneur
- Marketer
- Technical Writer
- UX/UI Development and Design
- Responsive Web Development
- Collaborative Project Manager
- Technical Service Engineer
- Critical Problem Solver
- Strategic Planner

## COMPUTER SKILLS

**Hardware** IBM and Macintosh computers  
**Software** MS Windows XP/Vista/2000/98/95, MAC OSX, MS Word, Excel, Access 2000/2003, Power Point, Outlook, QuickBooks Pro, Visual Page, Corel Draw Graphics Suite, Fireworks, Acrobat Professional, Illustrator, Photoshop, Soundbooth, Bridge, Adobe Media Encoder, Text Wrangler, Coda, Entourage, Front Page, Windows Video Encoder, Windows Movie Maker, Dreamweaver, Versions (SVN), WS\_FTP LE, HTML, XHTML, DHTML, Actionscript 3.0, JavaScript, jQuery, XML, PHP, My SQL, PHP MyAdmin, CSS, AJAX, OOP, SASS, Compass, Git, GitHub, Bitbucket, Workfront, Smartsheet, ManagePlus, OrganizePlus, Confluence, Jira, Sketch, Cysco Jabber, Lync, Slack, Litmus Testing, Email on Acid Testing, Zencoder, Adobe Test and Target, Microsoft Sharepoint

## PROFESSIONAL EXPERIENCE

[BLUESTEM BRANDS](#), Middleton, MA

October 2018 to Present

### Senior Web Production Specialist

Execute, maintain and supervise the Web Production team. On a daily basis support the web designers & ecommerce managers writing HTML & CSS code to execute emails, homepages, landing pages, banners & various other digital assets. Research solutions to streamline existing process and implement new processes.

[CRAFT WORLD WIDE - BOSTON](#), Framingham, MA

July 2016 to April 2018

### Senior Web Developer

During Craft's acquisition of Staples' internal creative agency, I continued to push the boundaries of technical innovation with a concentration on newer technologies as well as improving user experience and developing responsive and adaptive hand-written code.

- Invented an HTML5 interface for rapid-prototyping of HTML5 banners for both internal and external creative review meetings.
- Developed adaptive html modules (code snippets) to four separate breakpoints for consumption via the Staples.com Product database.
- Created mobile responsive landing pages that were visually appealing and user friendly while adhering to branding guidelines.
- Interfaced with clients, merchants and business stakeholders to ascertain their needs and conceptualize development solutions.
- Maintained source control using Git/Bitbucket.
- Collaborated with Oracle/Responsys to coordinate the collection of opt-in information via web forms on oracle servers.

[CRAFT WORLD WIDE - BOSTON](#), Framingham, MA - Continued

July 2016 to April 2018

**Senior Web Developer**

- Conceptualized responsive emails for consumption via Salesforce and Responsys/Oracle systems.
- Coded emails responsive to work on desktop and mobile devices and over 40 email clients.
- Solved critical problems in a fast-paced environment to meet strict deadlines.
- Mentored and managed junior developers.

[STAPLES](#), Framingham, MA

December 2008 to July 2016

**Web Developer****June 2010 to July 2016**

Developed HTML Micro-sites, Landing Pages, Web Banners and Emails for weekly and monthly online marketing and advertising campaigns on Staples.com, Staplesbusinessadvantage.com and Staples.ca.

- Brainstormed with designers to achieve the best possible user experience and constructed landing pages per client specifications.
- Ensured all web content was cross-browser compatible and W3C compliant.
- Constructed web pages using HTML5 document type.
- Generated CSS2 and CSS3 style sheets using SASS and Compass.
- Developed a JavaScript search scenario using regular expressions enhanced a jQuery menu system.
- Modified and created server-side includes.
- Maintained source control through SVN.
- Formulated daily B2B marketing email templates.
- Produced Object Oriented PHP scripts to produce multi-page web sites.
- Created jQuery tabbed interfaces and navigation menus.
- Composed working prototype websites for usability testing on existing programming code.

**Interactive Web Developer****Dec 2008 to Dec 2009**

With Staples' acquisition of Corporate Express, a global communications vehicle was needed to acclimate 91,000 world-wide employees to help with change management communications, increased executive communications, updates on company's news and events and facilitate building a shared Staples culture globally, hence, my team and I were hired.

- Designed a secure forward-facing corporate intranet site (Staplescexp.com).
- Planned and configured the site for four world regions; United States, Europe, Canada English and Canada French.
- Integrated blogging technology for posting news articles, utilized commenting tools, and created weekly polls using the Mzinga Web 2.0 Platform and built-in development tools.
- Upon move to live production, transferred to Staples HRIS Portal Team to support ongoing site initiatives.
- Liaised with Staples' Internal Communications and HRIS and performed weekly content updates.
- Trained Associates on proper use of Mzinga Web 2.0 Content Management System.
- Spearheaded new site applications and developed requested enhancements for 508 compliance.
- Solved technical problems and provided support for registered members worldwide.
- Followed strict path-to-production protocols utilizing Excel, Borland Star Team and Remedy Change Request service.
- Wrote Best Practices and Guidelines documents for the sites.

**WORPLACE PERSONNEL MANAGEMENT**, Billerica, MA

Nov 2005 – May 2008

**Marketing and Management Coordinator**

Workplace Personnel Management is the corporate entity for 4 separate companies, Workplace Essentials, BirdMaster, WEfranchise and Bird Control Depot. Utilized multiple cross-transferrable skills that enabled me to perform in the following capacities: **Database Developer, Graphic Designer, Marketing Coordinator, Technical Writer, Web Designer and Web Developer.**

**WORPLACE PERSONNEL MANAGEMENT**, Billerica, MA - Continued

Nov 2005 – May 2008

**Marketing and Management Coordinator**

- Designed relational databases for use in the development of dynamically driven web sites utilizing Microsoft Access 2000, 2003 and DSN, ODBC, SQL query language, Visual Basic scripts and Windows IIS.
- Oversaw the print production process of external vendors to ensure design quality, integrity and accuracy.
- Coordinated and represented the companies at trade show events nationwide.
- Researched and produced advertising campaigns for both online and print media.
- Wrote 3-part specification sheets (White Papers) per Construction Specification Institute guidelines for all products.
- Created and wrote product installation manuals.
- Designed, developed and maintained (4) company websites.
- Wrote all web site content and designed graphics to include copy, banner ads and animation gifs.
- Designed all web sites utilizing W3C standards, XHTML compliance, cross-browser compatibility and excellent SEO practices.
- Integrated and maintained all company email servers across multiple domains.

**ADDITIONAL RELEVANT EXPERIENCE****ROBOZONE - Owner/Operator**

1995 – 2005

Designed, developed and maintained a business to consumer marketing and product web site to include an information database of products that directly targeted retailers and consumers over a broad range of toy interests and demographics.

- Experienced online sales in excess of 500K.
- Recognized by the Lowell Sun with a featured news article as a unique idea for a start-up company.
- A featured news story on the New England Cable News Network
- Recognized in the New York Post and industry-related trade magazines.

**[OXFORD INSTRUMENTS](#) - Technical Service Engineer**

1988 - 2000

During my twelve-year tenure I was promoted from a Service Coordinator to a Service Engineer position within this Sales and Service Company of Nuclear Magnetic Resonance (NMR), Magnetic Resonance Imaging (MRI) magnets and other scientific instrumentation.

- Hired and supervised contractors.
- Trained and supervised new Service Engineers.
- Trained customers on safety standards following OSHA guidelines.

**EDUCATION**

- **HTML 5 Training**, American Graphics Institute – Burlington, Ma., 2015
- **Graduate, Microsoft Office 2000**, Training Unlimited, Inc., Lowell, MA
- **Graphic Design Certificate 2005**, LVS Online
- **Varian Vacuum Practices**, Varian Associates, 1991
- **Apprenticeship, Construction and Installation** of Super conducting Magnets Systems, Oxford, England
- **Machine Shop Practices**, Shawsheen Technical School - Billerica, Massachusetts

**PERSONAL PROJECT**

[MASSACHUSETTS CICADAS](#) – **Founder/Owner**

2010 - Present

Conceptualized, designed and developed an information web site containing content about Annual and Periodical Cicadas from the United States while focusing on the Cicadas of Massachusetts and New England. This site was launched in May of 2011 to coincide with the 2011 emergence of the Brood XIX Periodical Cicadas in the Southern region of the United States.