

ALEXANDER BURTON

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EXPERIENCE

Founder & CEO, Independent Consultant | Alexander Burton, LLC

NOVEMBER 2017 TO PRESENT

- Organize and perform consultations on website, application, and software development for a broad array of clientele, including those in the political, healthcare, research, sports, and information technology industries.
- Collaborate with clients to identify best possible outcomes, while providing end-users easy to use and thoughtful solutions.
- Generate timely project plans and proposals for the development of assets.
- Execute the build of websites, web and mobile applications, and software.
- Provide ongoing support, including system and server maintenance, and supporting documentation.
- Top clients include: *Arena Online LLC, N1 Education Inc., E the Center LLC, and Myotrend LLC.*

Director, Web & Systems Development | Applied Science & Performance Institute

OCTOBER 2016 TO MAY 2018

- Built and managed <https://ketogenic.com>, <https://theaspi.com>, <https://themusclephd.com>, <https://newyearshred.com>, <https://theketogenicbible.com> (no longer active), and <https://ketogeniccertified.com> (no longer active).
- Built numerous web applications for customer-facing and internal users.
- Worked with large datasets to design health and performance algorithms.
- Managed data for medical instruments and digital athletic equipment.

Founder & CEO | Applied Precision Technologies, LLC

SEPTEMBER 2014 TO APRIL 2018

- Started a dietary supplement brand in the sports nutrition industry.
- Oversaw an online marketing and content management team.
- Formulated and negotiated finished product quotes with manufacturers and raw material procurement with suppliers.
- Filed for and successfully acquired numerous trademarks.

Project Manager & Systems Administrator | Burtonia, LLC

APRIL 2012 TO JULY 2016

- Built numerous *Wordpress* websites for Brazil-based clients.
- Liaised between the brand and upstream supply chain through the product development process.
- Conducted internal trade and health ministry research for international markets.
- Prepared in-house documentation including proposals, consultation reports, invoicing, formula spec sheets, and quoting forms.
- Filed for and successfully acquired numerous trademarks.

Project & Business Development | ProMera Health, LLC

FEBRUARY 2011 TO NOVEMBER 2014

- Built numerous *Wordpress* websites for Brazil-based clients.

- Co-formulated several dietary supplements for company brand extensions.
- Lead and managed an online team on the *Bodybuilding.com* company forums to carry out sponsored supplement logs, company promotions, and contests.
- Conceptualized and built spreadsheets for customer relations management, financial management, and internal audits.

Project, Business, & Content Development | Infinite Labs, Inc.

MAY 2010 TO DECEMBER 2014

- Editor for Infinite Magazine and Muscle Media Magazine.
- Lead and managed an online team on the *Bodybuilding.com* company forums to carry out sponsored supplement logs, company promotions, and contests.
- Orchestrated two “I Am Juggernaut” transformational contests, each resulting in several thousand participants.
- Co-formulated several dietary supplements for company brand extensions.

Intern (under Joseph O’Dea) | Core Supplement Technology, Inc.

JANUARY 2013, JULY 2013, JANUARY 2014, JULY 2014

- Studied product formulation, compounding, flavor chemistry, prototyping, raw material sourcing and quality, and manufacturing and testing standard operating procedures.
- Learned regulations on how to maintain a certified good manufacturing practices (cGMP) facility.



SKILLS

- HTML5
- Wordpress
- JavaScript
- PHP
- Linux (OS)
- Ruby (Ruby on Rails)
- Google Analytics
- Google Scripting
- Microsoft Office
- Adobe Photoshop/Illustrator
- Languages: English (fluent), Portuguese (non-native fluent), Spanish (advanced proficiency), and German (intermediate proficiency)
- CSS3
- AngularJS
- jQuery
- MySQL
- Bootstrap/Foundation
- GitHub
- Google AdWords/AdSense
- Facebook Ads
- MongoDB
- Quickbooks



CERTIFICATES

JavaScript Essentials Training | Lynda.com, License 1C3DF1

NOVEMBER 2014 TO PRESENT

Ruby on Rails Certification | One Month, License 10295667

NOVEMBER 2011 TO PRESENT



EDUCATION

B.S. in International Business Administration & Management | Marist College

AUGUST 2009 TO MAY 2013

Award: Marist College D1AA Football Defensive Tackle Athletic Scholarship

Affiliations: White Ribbon Campaign, Marist College Student Athletes Against Violence