

Brent Gerard Betz

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Experience

University of Georgia : Athens, GA

Apr 2015 - Present

Web Developer Specialist

The primary function of this position is to provide support for online marketing and communications, including housing.uga.edu, housing.uga.edu/staff and digital signage in the residence halls. This includes, but is not limited to:

- Design, create and maintain an efficient, effective, responsive (design) and user-friendly website by installing, configuring, and updating various content management systems (CMS), such as Drupal, ExpressionEngine, WordPress, etc. Monitor and edit copy for the public and staff websites, ensuring consistency and adherence to University Housing identity policy throughout.
- Serve as primary administrator/designer/developer, designing layouts and navigational tools for websites and web-based advertising.
- Develop and maintain web standards for style, content and code through research of current web trends, assessment and university brand standards.
- Create and maintain databases related to the housing website.
- Write, modify and document code (e.g., HTML, PHP, CSS, JavaScript, SQL, Python, etc.).
- Conduct periodic site audits, monitor and install security updates, and install plugins, extensions and API integrations. Ensure sites adhere to federal and state laws and institutional policies, including accessibility and branding.
- Update copy and troubleshoot errors through a ticketed request system.
- Proactively review web content to continuously improve customer service and accuracy. Monitor web analytics to improve communications with stakeholders and create efficiencies.
- Prepare artwork, create, select and use digital photography and 360-degree images for the University Housing website and digital displays. Create customized room plans for the website.
- Design email communications and newsletters using email marketing service.
- Manage housing's digital sign program, including guiding purchase and installation of digital signs, ensuring continuous functionality and accuracy.
- Manage University Housing calendar of events and post housing events to the Student Affairs online calendar.

- Administer housing PR server (Mac/Unix) and Housing/staff/digital displays sites server (Linux).
- Periodically redesign the website to improve stakeholder experience and to keep up with industry standards.
- Maintain a knowledge base of all housing, Student Affairs and University of Georgia office functions.

Liberated Media, LLC : North Augusta, SC

October 2011 - March 2021

Principal

Site design/creation, desktop/mobile application development, Internet presence/branding, scalable content management solutions, interactive multimedia e-book authoring/publishing

ESP - Engineering Solutions & Products, Inc. : Ft. Gordon, GA

October 2011 - March 2012

Systems Engineer

Supporting the Joint Army Experimentation Program as Subject Matter Expert and technical support in the area of Proof of Concept testing for Army tactical operational communications systems and networks for the Current Force, LandWarNet Concept, Modular Forces and Future Force Army using the Battle Lab Collaborative Simulation Environment (BLCSE).

USfalcon, Inc. : Ft. Gordon, GA

June 2010 - August 2011

Software Engineer

In accordance with the statement of work, developed simulation training for Army systems such as JNN, SPOF, FBCB2, MCS and other ABCS capacities. Provided instruction in the areas of communications and information technology systems, training aids devices, simulators and simulations for current and future systems (i.e., the STRYKER Brigade Combat Team (SBCT), modularity, Network operations (NETOPS), information assurance, network management and security, homeland defense, and the fielding of digital C4ISR systems). Assisted with development input to Army requirements documentation while working with Combat developers, program managers, TRADOC system managers, and HQDA. Assisted training Developers with development on New Equipment Systems training documentation and performed all associated tasks involved in fielding to all Army proponents. Assisted with development of documentation for government use in the management, strategic planning, and coordination of analysis, design, and development of training programs. Provided COHORT training for the SBCT at the Signal Center and other TRADOC centers and schools. Assisted with design, development, and coordination of new training programs and products, to include computer-based training (CBT) and distant learning lessons or modules. Assisted with coordination of new equipment training data and training program impacts, documented routine technical problems and/or recommended corrective actions concerning new equipment training. Provided design analysis

for transitioning future Interactive Multimedia Instruction (IMI) training from Flash-based production to non-proprietary, more accessible HTML5 content.

Developed and implemented procedures for training product validation. Maintained existing frontend, database, and bug tracking systems installed two years prior in this same position (see below) using HTML, CSS, JavaScript/jQuery, Apache, MySQL, PHP. System integration testing used gray box methodology for the following topics: scope, compatibility, functional, dynamic, and verification/validation.

Simulation/Software/CBT products included:

- 25P MSO/M
- Blackboard 9.1 Migration
- COMSEC
- KMI
- SATCOM
- Troposcatter MS
- WIN-T INC 2

The Angelo Group, Inc. : Evans, GA

June 2009 - June 2010

Marketing Manager/Web Architect

Re-designed/maintained corporate web site using HTML, CSS, JavaScript.

Designed/maintained corporate intranet using HTML, CSS, JavaScript, Apache, MySQL, PHP.

Installed/configured/maintained Content Management System (CMS) and Customer Relationship Management (CRM) servers/software on Apple Mac mini using Apache, MySQL, PHP. Re-designed/administered mixed (Windows/Mac) corporate network of ~15 users.

Created user-specific asset databases and directories. Created web-based tools to solicit feedback, provide better data visualization, and improve efficiency using HTML, CSS, JavaScript (jQuery), Flash, MySQL, PHP.

USfalcon, Inc. : Ft. Gordon, GA

September 2008 - June 2009

Software Engineer

Conducted testing of Army simulations/CBTs for Windows Vista compatibility. Lead validation work groups in evaluating alternatives to current testing system that resulted in a more cost/time effective environment and procedure set. Played key role in the development of standardized testing procedures in support of product testing for the U.S. Army Signal Center that were later used in the default assessment routine. Created repositories on Windows and Mac networks and versioning system for functional source code (HTML, CSS, JavaScript, Java, Lingo, ActionScript, MaxScript, XML) using Subversion. Implemented bug reporting procedure and software using Bugzilla and, later, Mantis. Constructed database and web-based frontend for test results entry and automated data retrieval using HTML, CSS, JavaScript, Apache, MySQL,

PHP. Assisted department heads in identifying bugs with current deliverables in order to better facilitate reporting to contractors.

JANUS Research Group, Inc. : Evans, Georgia

November 2002 - August 2008

Various

Marketing Coordinator

Created company-wide marketing strategy, designed trademarked branding elements (logos, phrases, etc.), re-designed/maintained corporate site, produced volumes of marketing materials for company products and services (internal and external), formulated branding and identity guidelines, designed proposal submission templates, produced company newsletter, and created web-based tools to solicit feedback, provide better data visualization, and improve efficiency.

Proposal Developer

In coordination with the Business Development Director, developed and prepared proposals in response to government RFPs. Worked closely with departments and their representatives to compile, organize and present the company's desirable products and services into well-designed, properly formatted written bids. Duties included interpreting contracts, agreements and provisions, tracking proposals, writing proposals and other documentation, making sure proposals in progress complied with instructions, managing production and distribution of all work documents, ensuring proposal formatting, helping with developing and implementing work solutions, developing presentations and gathering critical information for different personnel.

Project Lead

Phase 1 Project Lead for Serious Games laboratory safety application for National Institutes of Health. Responsibilities included development meetings with client, creating initial application prototype, market research for target demographic (graduating high school seniors), GUI design.

Senior Simulations Architect

Created interactive 3D simulations of mobile communications infrastructure for the DoD/Army Signal Corp. This process included 3D modeling, programming the immersive environment, developing API structures, GUI design, and developing tools to auto-generate documentation.

Projects included:

- Base Band Node (USARPAC)
- Sectera GSM Phone

- Network Operations Vehicular (NOC-V)
- Tactical Satellite Terminal (TST)
- Joint Network Node (JNN)
- Ku Band TACSAT System
- Tactical Hub Node
- TDMA/FDMA Hub with MRT

TSAV, Inc. : Athens, GA

May 2002 - November 2002

Lead Digital Artist

Created digital line art from hand-drawn sketches for audio/video paper manuals and blueprint schematics. Re-designed existing web site to allow greater functionality, availability of new data, and dynamic updating by employees without requiring coding experience. Managed office wireless network and Intranet. Create animations and programmed remote applications for serving advertisements on plasma media screens located throughout Athens, designed promotional print material. Performed some CAD work.

Averick New Media : Athens, GA

March 2000 - April 2001

Senior Designer/Project Manager

Responsible for leading the development team through design and production processes, both as the senior designer and Project Manager. Designed and produced web sites for a variety of small to medium sized companies in several different industries. Conducted client visioning sessions and regular production meetings. Averick also produced CD-ROM business cards running Flash-based applications, as well as assisted clients in establishing their unique corporate identity through logo design and assorted print marketing materials.

Education

Stone Mountain Elementary School : Stone Mountain, GA

1977 - 1982

Shiloh Middle School : Lithonia, GA

1983 - 1985

Shiloh High School : Lithonia, GA

1986 - 1989

Samford University : Birmingham, AL

1989 - 1990

Georgia State University : Atlanta, GA

1991 - 1993

Skills

Languages/Programming

- C/C++ (but, no...)
- CSS
- Go
- HTML
- Java
- JavaScript
- MySQL
- Perl
- PHP
- Python (and MicroPython, CircuitPython)
- Swift

OS/Software

- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Photoshop
- Apple macOS/iOS
- Autodesk 3ds Max and Maya
- Autodesk AutoCAD
- Google Chrome
- Google Workspace
- Linux
- Microsoft Office
- Microsoft Windows
- UNIX

Environments/Frameworks

- Aptana

- Eclipse
- Visual Studio
- Xcode
- LAMP
- Bootstrap
- jQuery
- Django
- Docker
- VMware vSphere for Enterprise
- Drupal
- ExpressionEngine
- WordPress

Considerations

- Can obtain and maintain a DoD Security Clearance
- Self-starter
- Learns quickly

References

References and Letters of Recommendation Available Upon Request...