

# Lyle Andrew Reed

Nashville, TN [in/lylereed/](https://www.linkedin.com/in/lylereed/) [lylereed.com](https://lylereed.com)

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## SUMMARY

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I am Senior Developer and Department Lead at Lewis Communications with more than 12 years of experience in Craft CMS, PHP and front end development. I have led agency teams producing unique digital experiences for dozens of brands small and large in industries such as healthcare, banking, nonprofits and more. Proven track record of successfully leading and overseeing development projects, managing teams, and ensuring timely project delivery. Deep expertise in CMS development, including custom template development, plugin creation, content architecture, and database management.

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## EXPERIENCE

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### Senior Developer and Department Lead

Lewis Communications / Caddis.co

March 2016 - Present | Nashville, TN

- Directed development team within the larger agency team, leading the development of unique and award winning campaigns and websites to successfully achieve client brand and marketing objectives.
- Utilized a variety of platforms such as Craft CMS, WordPress, Laravel, EE, Drupal, and static sites.
- Developed Craft 3/4 plugins such as SMIME encryption, geolocation, APIs, and custom business logic.
- Architected and managed hosting and reliability for over 50 diverse client web properties including shared hosting, legacy systems, and individual VMs on platforms such as Azure, AWS, DigitalOcean and more.
- Spearheaded management of the team's self-hosted GitLab git archive and various gitlab runners for CI.
- Managed the team's build pipelines and framework standards. Created new Vite build pipelines.
- Built complex JS interfaces such as custom mapping experience UX, Elasticsearch integration, multifaceted filtering, and app-style web interfaces in a variety of frameworks and ecosystems.

### Web Developer & Team Lead

Skaggs Creative

February 2013 - June 2015 | New York City, NY

- Led a small team of 3 developers in a fast paced ExpressionEngine tech stack with modern practices.
- Developed award winning campaigns for NYC fashion and food brands.
- Improved uptime and reliability of custom food ordering service.

### Astrophysics Research Assistant

Skidmore College Physics Dept

May 2011 - May 2012 | Saratoga Springs, NY

- Developed data visualization tools to analyze, visualize and interpret Arecibo radio telescope data, contributing to published research on star forming regions.
  - Coauthored published astrophysics research.
  - Utilized Interactive Data Language (IDL) Matlab, Python and SQL.
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## EDUCATION

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### Bachelor of Arts - Double Major Physics & Mathematics

Skidmore College

August 2008 - May 2012 | Saratoga Springs, NY

- Media Services Technician - IT, AV, and Tech support for teachers, students and guests.
- Communications Office Photographer - Media photographer for college events.
- Physics Research Assistant - Contributed to published astrophysics research.

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## SKILLS

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**Soft Skills:** Client Communication, Project Management, Stakeholder Coordination, Team Leadership and Education, Writing Documentation

**Coding:** JavaScript, PHP, HTML, CSS, MySQL, Java, IDL, Matlab, Python, git, HTML Emails

**Frameworks and Services:** Craft CMS, ExpressionEngine, Laravel, WordPress, Joomla, Astro

**Front-End:** AlpineJS, Tailwind, Vue, Astro, Bulma, SASS / SCSS / LESS, GSAP, Bootstrap, Skeleton, Angular, Twig, AJAX, jQuery, Search Engine Optimization (SEO), Mapbox / Leaflet.

**Backend and DevOps:** PHP, MySQL, Redis, NGINX, MariaDB, Query Optimization, Architecture Planning, Vite, Webpack, npm, Grunt, Node JS, Terraform, Ansible, Composer, DDEV, Laravel Forge, DigitalOcean, AWS, Azure, GitLab, WPEngine, CDNs, Block Storage,

**Software:** Docker, Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), SketchUP, Microsoft Office Suite, Fusion360, GeoGIS

**Other Tools and Systems:** REST apis, CRUD, Mailchimp and other Marketing Automation Tools, Trello, BugHerd, BrowserStack, Katakana, MacOSX, Linux (Ubuntu, Debian), Windows, RasPi

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## PROJECTS / TALKS / PUBLICATIONS / INVOLVEMENT

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### Wordpress Website Rebranding (Freelance)

A Stepping Stone Foundation | <https://astepplingstone.org>

January 2019 - July 2020

- Pitched, managed, developed and launched a new theme and content for the 'Stepping Stone Foundation'.
- Utilized 'WP Roots' framework and ACF for custom layouts.

### Make Nashville

Drone and Robotics Captain

February 2017 - December 2019

- Organized drone and robotics races and demonstrations for Nashville Maker Faire / Make Nashville.

### “Web Accessibility Myths and Methods”

Nodevember Conference 2017 | Nashville, TN

November 2017

- Presented to conference an introduction to accessibility techniques for the web.

### “The HI Content of Galaxies in Groups and Clusters as Measured by ALFALFA”

Skidmore College Physics Department

April 2010 - May 2012

- Co-authored astrophysics research and developed statistical data modeling software for its publication.
- Presented this research to the American Astronomical Society (AAS), Austin, TX - January 2012.