

# CHRIS SHELTON

## SOFTWARE ENGINEER

resume@chrisshelton.com 619-880-0332

FULL STACK JAVASCRIPT | ECOMMERCE | JAMSTACK

### SUMMARY

Software Engineer with startup and enterprise experience who transforms ideas into effective software solutions.

- Proven career success analyzing, architecting, executing, and delivering results in full-stack web application development.
- **BACK-END:** Salesforce Commerce Cloud, SFRA, JavaScript, Node.js, REST API
- **DATABASE:** Relational, NoSQL, Design, Optimization
- **FRONT-END:** Salesforce Headless Commerce, PWA Kit, JavaScript, jQuery, React, JAM-stack
- Dependable, highly capable individual who will quickly apply skills to make an impact.

### WORK EXPERIENCE

Through a series of mergers and acquisitions, held positions at LifeShield, DirecTV, AT&T and ADT the last 10+ years.

<b>ENGINEER.IT II</b>	<b>ADT</b>	<b>12/2022 - PRESENT</b>
<b>ENGINEER SR. IT APP</b>	<b>ADT</b>	<b>7/2021 - 12/2022</b>
<b>SENIOR APPLICATION DEVELOPER</b>	<b>ADT (ACQUIRED LIFESHIELD, LLC)</b>	<b>2/2019 – 7/2021</b>
<b>SENIOR APPLICATION DEVELOPER</b>	<b>LIFESHIELD, LLC (ACQUIRED FROM AT&amp;T)</b>	<b>1/2017 – 2/2019</b>

*Salesforce Commerce Cloud, JavaScript, Node, jQuery, React, REST API, Headless Commerce, WordPress, Tag Management*

Responsible for the development, implementation, SDLC & release management of LifeShield and Blue By ADT marketing & E-commerce websites, the ADT Residential, ADT Health and ADT+ DIY E-commerce applications

- Lead Developer on Salesforce Commerce Cloud supporting 4 storefronts resulting in month over month record channel sales
- Developed and launched 4 new storefronts on Salesforce Commerce Cloud which delivered Ecommerce at scale for ADT brands
- Launched new Blue By ADT brand Ecommerce and marketing website to support new hardware device sales for the ADT DIY brand
- Created headless Ecommerce solution for LifeShield which resulted in record sales for the ADT DIY brand
- Reimplemented and developed functionality to resume LifeShield Home Security website sales, marketing and SEO efforts
- Developed and modernized website lead REST API and AJAX lead forms which optimized lead conversions and increased sales
- Lead ongoing development to modernize the marketing website which improved SEO, increased lead conversions and sales
- Improved digital marketing ROI by implementing tag management platform attribution solutions using data layer and JavaScript
- Increased online sales and capabilities by integrating modern Ecommerce cloud platform APIs into LifeShield front-end and back-end

<b>SENIOR DEVELOPER / MANAGER IT</b>	<b>AT&amp;T (ACQUIRED DIRECTV)</b>	<b>7/2015 – 12/2016</b>
<b>SENIOR DEVELOPER / MANAGER IT</b>	<b>DIRECTV (ACQUIRED LIFESHIELD, INC.)</b>	<b>6/2013 – 7/2015</b>
<b>SENIOR DEVELOPER</b>	<b>LIFESHIELD, INC.</b>	<b>5/2011 – 6/2013</b>

*PHP, JavaScript, jQuery, Angular, Bootstrap, MSSQL, MySql, WordPress, Salesforce, Tealium IQ, REST API*

Responsible for various AT&T and DirecTV development projects plus all previous LifeShield responsibilities prior to the DirecTV and AT&T acquisitions (development, QA, SDLC & deployments, managing developers, salesforce.com & linux administration)

- Architected and developed national permits and certification management system to improve sales and customer support capabilities
- Effectively managed small team by organizing priorities and managing the software development lifecycle to meet project deliverables
- Launched new marketing communications web site built on WordPress platform which reduced IT cost and empowered marketing team
- Managed and implemented new salesforce features and integration development efforts that increase sales and support capabilities
- Successfully planned, developed and executed development and administration projects which reduced cost and improved service