

Vid Luther

[luther.io] . [vid@luther.io] . [361 229 2541]

PHP Developer/Linux systems administrator/Entrepreneur with over 25 years experience, looking for a project that is innovating in industries that need it the most.

Skills

programming devops databases containers linux systems administration nginx/apache
project management system architecture & design entrepreneurship load/stress testing WordPress

Programming: Bash, Go, HTML5, CSS, JavaScript, PHP, Python, Perl, Ruby

Frameworks: Laravel, WordPress, Symfony, Ruby on Rails, Jekyll, Hugo

Soft Skills: Team & project leader, that has been known to deliver results.

Experience

Senior Web Developer, PearAnalytics

2021-present, San Antonio, TX and remote

Responsible for maintenance, upkeep and development of existing and new projects for the company and it's customers. Ranging from building/enhancing WooCommerce sites, to building custom apps in Laravel. Work with WP Engine, and a team of developers to understand the needs of the customer and translate them into a concrete plan and execute on delivery of product.

CEO and Founder, Pressable

2010-2016, San Antonio TX

- Pioneered the WordPress specific hosting business(Managed WordPress hosting), the model has since been copied by all the major hosting providers on the market.
- Raised private equity funding from Angels, and institutional investors over the course of 5 years, totaling close to 2.5 million dollars.
- Built and hired around a mentality of being helpful first, which gave us extremely loyal followers, customers, and recommendations.
- Built and trained a sales and service organization that was able to acquire customers like Whirlpool, Edelman, and The Denver Broncos.
- Actively contributed to the WordPress ecosystem by sponsoring events, submitting code, patches, and test beds.
- Built a development team that practiced continuous integration and delivery, to handle provisioning and fulfillment of servers and websites. The entire system was a collection of microservices working independently and asynchronously to avoid bottlenecks for very long.
- Handled DevOps / Infrastructure Automation using Chef and Enterprise Chef, built the ability to stand up a private cluster of our infrastructure at AWS, Rackspace Cloud, or customer owned bare metal

Technologies used: PHP 5.4 through 5.6, WordPress, Git, Chef, Ruby on Rails, Beanstalkd, Redis, Nginx, MySQL, MariaDB, Linux

CTO, PearAnalytics

2007 - 2010, San Antonio TX

Developed a system to analyze a website and recommend changes to help a website rank better on search engines. The system was a pre-cursor to tools like moz.com and raven tools. Built a suite of web apps that allow digital marketing departments to access, analyze and modify relevant data and settings for their marketing campaigns across various providers like Google Analytics, Adwords, Webmaster Tools, and other indexes.

Technologies used: PHP 5.4, Git, Ruby on Rails, Symfony, Python. Linux

Engineer IV, Network Solutions

Mar 2004 - Nov 2006, Herndon VA

Worked on the MyComputer.com and Network Solutions online marketing product. Designed and implemented a tool to interface with the Pay Per Click advertising programs of Yahoo, and Google. Utilizing SOAP and internal business logic, the tool enables product specialists to manage their Search Engine Marketing campaigns at both companies using one simple interface.

Independant Consultant, Various Companies

1997 - 2004, Various Locations

I've been working in the Internet space since I dropped out of college in 1997, I've been fortunate enough to have lived in NJ during the dotcom boom and bust, where I got to learn from some of the smartest people I've ever met, working on all sorts of projects and companies, some of whom have been absorbed into larger companies and platforms like Apple Music, Doubleclick/Google, etc.

Awards

- Awarded the 40 under 40 award by the San Antonio Business Journal in 2012.
- One of the founding members of Geekdom San Antonio.
- Mentor to Techstars Cloud Accelerator.
- Mentor and Advisor to the growing tech community in San Antonio, TX

Personal Projects

Markdown Resume

- A project that allows one to write their resume in Markdown, and then convert to HTML and PDF, uses Github Actions to build the HTML and PDF artifacts after every push.

Personal Blog (2021-present)

- Authored a series of articles covering a wide variety of topics and tools related to technology like PHP, WordPress, Ruby, Linux, Docker, and Privacy.