

# GEORGE J. HOFFMAN

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## Senior Engineer ■ PHP ■ Drupal ■ WordPress

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- Senior Engineer with a long, proven track record of constructing and maintaining high traffic websites
- IAAP Certified Professional in Accessibility Core Competencies (CPACC)
- Ability to break down and solve complex problems
- Able to quickly master and implement new technologies and ideas
- Proven leader and project manager. Able to lead the full development lifecycle of a project

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## Technology Summary

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PHP, JavaScript, Drupal 7/8, WordPress, MySQL, Symphony, Drush, Behat, Docker, Composer, JQuery, Bootstrap, CSS(3)/LESS/Sass, HTML(5), Ruby on Rails, Unix, Linux, Mac OS X, WP-CLI, regex, GIT, Bitbucket/GitHub, Jira, Agile Development/SCRUM, all major browsers, web advertising, CI development with Team City/Hudson/Jenkins, web analytics, Postman, PhpStorm, Slack

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## Professional Experience

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PRINCETON UNIVERSITY

**WEB DEVELOPER**, 2018 to PRESENT

Migrated data from existing Roxen websites into Drupal 7/8 template or custom websites by writing custom migration code along with custom PHP scripts. Worked with project managers and front-end developers to produce websites per client specifications. Added new functionality requested by customers to our Drupal 7/8 template and custom websites. Helped with customer support tickets through Service Now. Investigated, found, and implemented solutions to custom support issues. Participated in WDS Website Wednesday meetings and helped customers one-on-one with their website problems and questions.

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### **Accomplishments:**

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- Studied in a cohort that learned about all areas of accessibility and passed the CPACC (Certified Professional in Accessibility Core Competencies) exam. Used accessibility knowledge learned when creating new website features.
- Helped redesign/wrote JavaScript code/CSS for the timeline sections of the Pathways through Princeton websites ([path.princeton.edu](http://path.princeton.edu), [firstyear.princeton.edu](http://firstyear.princeton.edu), [sophomoreyear.princeton.edu](http://sophomoreyear.princeton.edu)).
- Wrote complex custom migration scripts to migrate data into new Drupal 7/8 websites.
- Coded critical feature updates for the Drupal 7 template system. These included the ability to display related research areas on people and news pages, showing related people on news details pages, and displaying related news on people detail pages. Also added the ability to add an Advisor/Advisee relationship between people. Ported this functionality over to the new Drupal 8 template system.
- Researched problems and solutions for our upgrade of WordPress to PHP 7.
- Coded many features in the new Princeton Sites Drupal 8 template system. Wrote Behat regression tests for the new features.
- Provided backup customer support and resolved over 70 service now support tickets for WDS websites.

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## Professional Experience *(Continued)*

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BLOOMBERG LP – Princeton, NJ

**Senior Engineer / Digital Marketing**, 2011 to 2016

Developed WordPress themes and plugins in the newly created Digital Marketing team. Was responsible for all aspects of development, including backend architecture and maintenance of over 60 web properties. Versed in building WordPress sites with Visual Composer and Advanced Custom Fields plugins.

### **Accomplishments:**

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- A key player in the creation of a newly formed internal digital marketing team employing agile development and using technologies such as WordPress multisite, Bootstrap and jQuery to quickly create fully responsive marketing sites.
- Led the redesign and development of many of Bloomberg's marketing websites.
- Built redesigned Bloombergbriefs.com custom WordPress theme using Advanced Custom Fields plugin to create flexible page formats in the WordPress Admin. This also allowed for reusable custom post type elements. Bloombergbriefs.com also uses a custom twitter plugin which caches with transients and displays multiple tweets.
- Built theme for a newly redesigned Bloomberg Careers website, which showcased a blog section along with a Careers Calendar page which pulled data from an XML feed from Recsolu. The Careers Calendar was custom built using jQuery UI.
- Created new theme for bloomberg.com, bloomberg.co.jp feedback and terms of service pages. Implemented the latest Google recaptcha for the feedback pages.
- Responsible for updates to plugins. For example, performed updates to a custom Forms plugin which fed the information via an API into a ticketing system inside the Bloomberg Terminal.
- Responsible for developing / maintaining many of Bloomberg's internal / external web properties such as bloomberg.com/professional, bloomberg.com/careers, bloomberg.com/distribution, about.bnef.com, about.bgov.com.

BLOOMBERG LP – Princeton, NJ

**Lead Web Developer / Bloomberg.com**, 1999 to 2010

As lead web developer, was responsible for many major redesigns, adding new areas to the site, and daily maintenance for a highly trafficked website (over a half billion page views per month). Also worked with internal advertising operations team to integrate customer ads.

### **Accomplishments:**

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- Responsible for building and maintaining the most highly trafficked areas of the website: Homepage, markets, news, and stock quotes.
- Led total redesigns of the website in 2003, 2006 and 2010 from designs provided by internal and external agencies.
- Created XSLT templates to generate site pages utilizing a proprietary XSLT/XML transformation system.
- Built an internal app using APIs, jQuery, and jQuery UI and AJAX to provide the Bloomberg markets magazine team with a tool to manage promotion codes.

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## Education & Credentials

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LEHIGH UNIVERSITY – Bethlehem, PA

**BS in Finance, German Minor**

**Certifications:**

- IAAP Certified Professional in Accessibility Core Competencies (CPACC), June 2018

**Recent Conferences and Seminars:**

- SCRUM development (Bloomberg internal training) 2015
- WordCamp Philadelphia 2015
- WordCamp NYC 2015
- Git Merge Conference 2016
- Symphony Training 2018
- DrupalCampNJ, Princeton 2018, 2019
- 2-Day PDF Accessibility Training with Chad Chelius, July 24/25, 2019