

Roman Primerov

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Summary of Qualification:

After fifteen years in the computer field, I have gained experience in web development, network and system administration, UI/UX design, SEO, and iOS software. My preferred architecture is Laravel, which has PHP, JavaScript, and AWS Linux EC2.

Areas Of Expertise:

- Full-Stack Web Developer: HTML/CSS/SCSS, JavaScript, PHP, MySQL, PostgreSQL, eCommerce CMS, CSS and JavaScript Frameworks and libraries, Apache, Nginx, AWS, CDN, Linux Servers with Python, DevOps.
- UX/UI Design: eCommerce websites and landing pages, raster pictures, vector pictures, and movies.
- SEO-optimized code for search (Google Page Speed Lighthouse), analytics traffic and optimization sites, and keyword optimization.

Key skills:

Web Developer - MacOS environment: PhpStorm, WebStorm, PyCharm, Chrome DevTools, Vagrant, Git, Sublime Text, MAMP, SSH Shell, Postman, Charles, MySQLWorkbench, XMind, VirtualBox, Console. Network and System Administrator: Linux console, putty, nano, screen, RDP, VNC, WireShark, tcpdump, VMWare, AWS services. SEO: Key Collector, ZennoPoster, Screaming Frog SEO Spider. Touch typing.

Key Achievements:

- Deploying Multi Domain and Multi Themes for different languages zones into one Laravel system on several servers through the Amazon load balancer (It means - https://heart-in-diamond.com, https://heart-in-diamond.co.uk, _ etc.);
- Projects increased sales by developing the UX/UI design of an e-commerce shop in conjunction with SEO technologies.
- Web security. I had protected the site from hacking and kicked out the attacker by repelling the attack.
- I was the team leader of the assembled freelance team.

I am the founder of this company, and I am currently developing a custom website theme focused on achieving high scores in Google Page Speed. The theme would use the Laravel framework based on October CMS and offer eCommerce capabilities.

Given my strong interest in attaining high search engine rankings for future projects using this theme, you can expect optimal scores on Google Page Speed or Lighthouse tests. I can deliver websites that achieve these scores within the green zone, regardless of location. The theme features a modern Materialize design style with Bootstrap markup and is powered by I have used Laravel and Amazon servers on the backend. Comprehensive documentation is available for ongoing team support. I have also created vector graphics with effects, optimization, and UX/UI design elements. Please note that this theme is not available for sale. You can find an example of my work at <u>https://alrty.com</u>

https://pagespeed.web.dev/analysis/https-alrty-com/eztnrt5d2x The Lighthouse Google Chrome $\leftarrow \rightarrow$ C \triangleq landing.alrty.com 🖣 🖞 🛧 📭 🖲 🎢 🚱 🌾 🐌 🖡 🛛 🔯 😫 🚳 🖾 🚳 🖉 📲 🖬 🌟 🖬 💇 🗄 🕞 🚹 Lighthouse » ■1 🕸 : X Home Packages Support Contact + 11:33:47 PM - landing.alrty.co V https://landing.alrty.com/ ÷ 100 100 100 Performance Accessibility Best Practices SMART SECURITY 100 SYSTEM SEO PWA 100 SMART SECURITY Performance SYSTEM es are estimated and may var mance score is calculated dire 6 Console What's New × Coverage ×

The Google page speed - https://pagespeed.web.dev/

Speed Insights	⇔ Copy L
Report from May 23, 2023, 11:26:10 PM	
https://landing.alrty.com/	Analyze
D Mobile	Desktop
Discover what your real users are experiencing	No Data
 Diagnose performance issues 	
Performance 100 Accessibility	100 100 Best Practices SEO
Performance Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.	SMART SECURITY SYSTEM
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You can check your website using this test to understand what Google thinks of it.

Project jewelry store https://heart-in-diamond.com: Web Developer on Laravel. HTML, CSS/SCSS, PHP, MySQL, JavaScript, VUE, WebSocket, AJAX, JSON, jQuery, Blade, AWS with console and Linux scripts, CDN, software testing, Postman with CSRF, Git repository, Python scripts for Linux and Mac OS, Homestead - vagrant and sometimes have been doing UX/UI eCommerce design.

Achievements & Responsibilities:

- I have been developing Laravel a PHP Framework. The ECommerce jewelry store platform was integrated with an original range of business processes and UX/UI design to achieve a goal;
- Modern technical design is a solid understanding of OOP and model view controller (MVC) and the use of some other PHP patterns;
- Website optimization for Google Page Speed according to the latest standards;
- Vagrant is a virtual software development environment that can work with some virtual machines. Homestead is the environment of the site and can start on AWS;
- Automatization of Linux and Mac OS processes by Python scripts;
- Deploying Multi Domain and Multi Themes for different languages zones into one Laravel system with AWS services used console: EC2, Snapshots, Load Balancing(Several EC2 servers), CodeCommit(Git), RDS, S3 Bucket, EFS, Lambda, CloudFront, security and Firewall, etc... (It means https://heart-in-diamond.com, https://heart-in-diamond.co.uk, etc.);

FVSPORT, Moscow, Russia. October 2016 – December 2019

Project <u>https://fvsport.com</u>: Full-Stack Web Developer 24/7 - HTML, CSS/SCSS, PHP, MySQL, JavaScript, XMLHttpRequest, JSON, jQuery, SMARTY, accounting system programs, API, website technical support, develop modules and plugins. Sometimes, I have done SEO. I have a large arsenal of website promotion programs, and I have sometimes done design. Achievements & Responsibilities:

- A semantic core for the site has been compiled, competitors have been analyzed for semantic core requests, and optimal recommendations have been given for developing content on the site, which has increased the number of visitors to the site;
- Website optimization for Google Page Speed according to the latest standards, from red, was displayed in the green zone. Due to this, the site is better promoted on Google and Yandex;
- The site was hacked because the framework had vulnerabilities (due to legacy vulnerabilities not patched before my time in the company), but in

a short time, all the vulnerabilities were found, and all the holes were closed + the protection and monitoring of activities on the site were increased;

- The most profitable VDS hosting was found for this business (price/quality); a Linux server was installed on it and optimized for CMS, which made it possible to create settings that were impossible for shared hosting;
- Website acceleration due to server optimization. Thanks to this, he began to open quickly worldwide, increasing sales.
- Drawing up instructions for employees on the use of the site;
- Writing complex plugins that did not exist on sale. Working with ads on Facebook, Google, etc.
- An assortment unloading plugin has been developed in the Google Merchant Center for selling goods with pictures on the Google homepage according to your requests;
- A plug-in for an accounting program has been developed it simplifies the work of an accountant in reporting sales and makes it possible to keep convenient records with offline stores;
- A plug-in for uploading goods to Facebook was developed, and another plugin for Facebook Pixel was written. This makes it possible to run an advertising company on Facebook and Instagram. The plugin finds an audience interested in this particular product, increasing sales from advertising money.

I freelance custom projects in my free time June 2014 – July 2018

Some projects are here - <u>https://web.t-jo.com</u>, Web Developer, System Administrator Linux, SEO, Technical Consultant, support, Designer.

Description of one project:

The project example at https://landing-page-property.t-jo.com shows how I developed a design and marketing strategy for sales and programmed all this on this site.

The technology stack was used - HTML5 / CSS3 / SCSS, my scripts on JavaScript and PHP, Webpack with Babel, the modern Materialize CSS framework, Linux server setup on CentOS with ISPManager, and CDN network.

CUFF.RU Moscow, Russia. November 2012 – October 2016

Project <u>https://cuff.ru</u>: Web administrator, backend developer of the online store, system administrator, SEO specialist, Designer, + frontend developer. I raised this project when it was born - <u>https://cuff.ru</u> - an online store on WooCommerce WordPress, connected equipment with cash registers on the Linux OS, and general accounting for goods of offline stores in one base. VDS - a Linux Debian OS server for cPanel hosting in a shared OpenVPN network. Some services. SIP phones, video recording CCTV, frontend development of several sites in HTML, CSS, CSS3, JavaScript, PHP, MySQL

Achievements & Responsibilities:

- The site has been improved using these programs under the SEO KeyCollector, ZennoPoster, and Yazzle (all the licenses for these programs are in my arsenal). To rank high in Yandex and Google search results in the Russian segment;
- Website optimization for Google Page Speed from red has been moved to the green zone. Due to this, the site is better promoted on Google and Yandex.
- Collection of cash equipment, accounting systems, and online store in one system;
- Development of plugins and modules. The best plugin for WordPress was multicity for different cities - the ability to open any number of offline stores nationwide. Each town has a unique display of goods by availability;
- IP-phone setup (phone numbers all over the world, number 8800);
- A video recording system is in the store and has remote access from home or office.

NP "North-West Network" (trademark "NWLINK" - internet) St. Petersburg, Russia. October 2009 – November 2012

Project https://nwlk.ru: Network and System Administrator Provider network administration on hardware equipment L3 and Linux (level 7 OSI model TCP-IP, VLAN, routing). Technologies that were used in the work:

The entire line of Windows + AD, Linux, MacOS, Android and iOS, VPN, OpenVPN, Asterisk, SIP IP phone, FTP, tcpdump, iptables, local cryptography, etc. I wrote simple scripts in Perl and Bash.

I've worked in various technical departments of the company, where I've shown high results and achievements: Achievements & Responsibilities:

- Connecting firms and individuals to the provider's network;
- Monitoring of an extensive network of the provider, with more than 300,000 subscribers connected to the Internet;
- Technical support service. Polite and competent communication, user consultation on technical issues;
- Worked on night shifts, where the entire network architecture was under my responsibility;
- Diagnostics, setup, and repair of computers, servers, routers, switches, routers, video surveillance systems, phones, and SIP ...;
- Maintenance of local networks of companies and installation of software;

• Created a system to directly connect any sensors (movements, door openings, smoke, infrared rays, etc.) to the network, bypassing the generally accepted expensive sensor information technology. When the alarm was triggered, an SMS about the incident was sent to the specified phone number.

Intertorg LLC St. Petersburg, Russia. July 2005 – September 2009

Project <u>7-ya.ru</u>: Administration of a computer network of grocery stores the same as a 7-Eleven but in Russia. We are building a network of stores based on Windows and Linux + trading equipment, video surveillance, SIP phones, etc. Achievements & Responsibilities:

- Raising the AD server on Windows, which facilitated the work of administering a large number of computers, printers, and scanners; √ Firewall - Kerio Winroute in conjunction with a sniffer (protection of the company from information leakage by employees in the company of competitors and to monitor employees at their workplace - who visits what sites, reading their correspondence, etc.);
- VPN, OpenVPN, Dr.Web anti-virus network, and cryptographic protection are all the main tools for protecting the store's corporate network from viruses and external wiretaps;
- Installing Kerio mail server mail (all mail is stored on the company's servers and not third-party companies, such as Google, Yandex, or mail ru - no one will steal any employee's mail);
- The company's local network is administered so that employees can exchange files within this network and information does not leak onto the Internet. For this, the following arsenal is mainly used: Routing, FreeBSD, Linux, Windows, Samba, FTP;
- Setting up the telephone network of the company: PBX and IP-telephony in small offices, with Panasonic equipment, Aria SOHO;
- Purchase, assemble, install, and administer video surveillance systems based on video recorders or Windows servers with remote access. Tracking for shoplifting;
- Installation of TV cables and optics for combining computers into a single network;
- Setup of trading equipment. Cash registers in the store are collected based on computers on which Windows is installed. They connected commercial equipment for reading bar codes and bank cards (acquiring). All this is combined through the Active Directory. All information about sales from all cash desks, which is printed on the check, is deposited on a server located in the store, then it flows from this server to one central office.

- Software developer for iOS mobile: SWIFT, Xcode, AppCode, Golang.
- Network Administrator: knowledge of 7-OSI TCP/IP, Linux Server, LAN/WAN, D-Link and Cisco L2/L3, SIP Asterisk, VPN technologies, DHCP, DNS, VLAN, Routing, OSPF, VOIP, SMTP, POP3, HTTP, DHCP, bash, Perl, etc.
- System Administrator: Windows and Linux(*nix) servers architecture, Active Directory, Remote Access, Firewalls, Antivirus, security(encryption HDD), wireless, hardware, remote CCTV or IP camera, access control, etc.
- Design and Video Editor: Corel Draw, Adobe: Photoshop, Illustrator, Premiere Pro, After Effects.
- Video Editor: Animation Technical Track, Designed visual effects for post-production (Photoshop, After Effects, Premiere Pro)

Operating Systems:

I like different environments and can work with MacOS, Linux, Windows, iOS, and Android.

Study:

Official FAQ, YouTube video tutorials, AI, and search on the internet.

About me: I was born in the USSR, Leningrad, now Russia, and the city's name is Saint-Petersburg. I have some hobbies in my free time: Video making, light sports, studying new technology on the web, and programming languages like SWIFT, Golang, Python, Perl, etc.