

JAY HOUGH

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OBJECTIVE

15+ years programming and application development experience for large scale marketing campaigns. Possess extensive understanding of process needed to design, develop and execute on web technology based marketing programs. Looking to get into a senior development/management role with a path to director.

SKILLS

- **FRONT-END:** HTML, XML, DHTML, CSS, AJAX, Javascript, jQuery, Flash w/ActionScript, JSON
- **BACK-END APPLICATION LANGUAGES:** ASP.NET (1.1, 2.0, 3.5 and 4.0), C#, VB.NET, PHP, Cold Fusion
- **DATABASES:** Oracle, mySQL, PostgreSQL, Microsoft SQL Server
- **OTHER:** WordPress, Joomla, Drupal, iOS, Android and Windows Phone development

CLIENT EXPERIENCE

Aaron Brothers, ACE Cash Express, AMP Energy Drink, American Airlines, American Heart Association, AVTEQ, Bison Financial Group, Carter BloodCare, Campbell's Soup, Carnation Milk, Cheerios, Chiquita Kids, Chronic Disease Fund, City of Irving, Comcast, Delacre Cookies, Dent Zone, Dryel, Essilor, Express Working Capital, Fisher Clinical Services, Gain Laundry Detergent, Glass Cactus Nightclub (Gaylord Hotels), Heritage Hotels, Honor and Hire, HOYA, Libby's Canned Pumpkin, Maggiano's Little Italy, Mannatech, McAfee, ManeGait, Mountain Dew, Mug Root Beer, NEC, Nestlé Tollhouse, Network General, Overhead Door, Pepperidge Farm Goldfish, Pepsi, Pizza Patron, SBC, Sierra Mist, SMU Study Abroad, SuperMedia, Swanson Broth, The Taylor Hooton Foundation, The Austonian, TIGI, W.R. Berkley and Vignette.

EMPLOYMENT HISTORY

Senior Manager, Interactive Technologies :: Agency Entourage

5/1/2014 — Present

Dallas, Texas

- With the acquisition of Numantra by Agency Entourage, I continue help both oversee and develop a wide array of projects from simple HTML emails and banners to complex web, desktop and mobile-based applications using a variety of technologies. Also have architected and built the internal network infrastructure.

Manager, New Media Technologies :: Numantra

6/27/2005 — 5/1/2014

Irving, Texas

- Led the technology team for the entire firm encompassing all clients. Helped to both oversee and develop a wide array of projects from simple HTML emails and banners to complex web, desktop and mobile-based applications using a variety of technologies.

Senior Application Developer :: Javelin Direct

11/3/2003 — 6/27/2005

Irving, Texas

- Provided online support for SBC direct mail campaigns. Responsibilities included the front-end and back-end building of SBC product emails and landing pages, SBC online bill "eInserts", SBC online banner campaigns and special SBC online promotions and email pieces. Developed internal applications to help automate certain processes to make the business more efficient.

Application Developer :: Tribal DDB

6/7/1999 — 11/3/2003

Dallas, Texas

- Led the technology team on all aspects of the Pepsi business. During this period the team grew that business by 250% in 4 years. Created custom content management modules for use by client teams for ad-hoc queries of data marts. Managed production of over 100 web applications for TDDBW.

Account Service / Web Developer :: imc²

6/1/1998 — 6/7/1999

Dallas, Texas

- Started as an account executive on Campbell's Soup, during which time I streamlined the reporting process and helped bring in 3 new branches of the Campbell's business. Self-taught myself into a technology position and transitioned into that department, working with such clients as Betty Crocker, Proctor & Gamble and Virgin Entertainment.

EDUCATION

Abilene Christian University, Class of 1998

Bachelor of Business Administration, Marketing

National Dean's Honor Roll List, Student Alumni Association, A.C.T. Scholarship

REFERENCES

Available on request.