

# BRACK RAYLES

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FACEBOOK

PRINT RESUME

## SUMMARY

For more than 7 years I have worked as a dad'preneur and a self-taught web developer. I'm always looking for opportunities to use my creativity to help others.

I have experience in all stages of web development, but feel my strengths are in brainstorming and building features such as shopping carts, widgets and simple animations.

## WEB EXPERIENCE

### [OsgoodLibrary.org](#)

This small Indiana library recently modernized their Carnegie Library by adding new technologies, programs and a new addition. They needed a fresh website to reflect an appreciation of their past, while providing modern technology to their constituents. This site is ready for its future with a sleek appeal and well organized content. Employees of the Library were given an admin panel that quickly allows them to make changes, and get back to the business of running a library.

### [GreensburgSoy.com](#)

Local feed and grain business needed a fresh coat of paint. Using HTML, CSS, JQUERY and PHP, this reorganized and beautifully-simple website looks great not only on computer screens, but also on mobile phones.

### [MonumentalMarathon.com](#)

Four years ago I was challenged to organize and construct a site that evolves from year to year and is content heavy. Today, this event-based website receives over 700k page requests a year. For 2015, a responsive version was created to meet the demand of mobile users.

### [GrowthMinistries.com](#)

Not only did this not-for-profit publisher wish to sell their products online, but they wanted robust shipping options. This challenging feature, along with other animations and scripts, were built using JQuery.

### [Switzerland-County.com](#)

Created custom flatfile CMS for use by each government department. PHP was used to create a calendar and email newsletter script. I also created their logo, which was later used in booklet designs and construction projects.

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## PERSONAL PROJECTS

### [KileLandscaping.com](#)

Used Javascript and JQuery to create image flips and 3 pages of content. Also implemented simple white-hat SEO strategy to get their pages listed near the top of their desired searches.

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### [PXL8.co](#)

Awesome photography, combined with a gaming aspect where visitors can win prizes.

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### [HogLatin.com](#)

My first experience with AJAX. Users can create their own language by inputting text.

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### [SignThe.com](#)

Users can input a personal signature and PHP processes them into a animated gif.

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## OF NOTE

### Create your own ads

My first internet idea in 2006 for a custom WYSIWYG editor was for allowing businesses to create their own ads online and have them post immediately. It was used for a short while on [greensburgindianaclassifieds.com](#). The idea was also indepedentantly created by Google. Their version still exists within the Adwords network.

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### Goal Widget

Currently have a [Goal Widget](#) that has being used internationally and locally by more than 150 organizations trying to raise money, awareness, votes, etc.

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### Repurpose Idea

Created a [repurpose how-to in 2010](#) that now has received over 232,000 pins or repins on pinterest, and 191,000 shares/223,000 likes on facebook.

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## THE BREAKDOWN

### Strengths

HTML, CSS, PHP, JAVASCRIPT, JQUERY, Notepad++, Photoshop, AutoCad, Microsoft Office Products, Search, Organization, Efficiency.

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### Average

Graphics, Management, Marketing, Google SketchUp, Apple Products, Facebook Graph, Google Maps API, WordPress, Paypal.

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How did I get my start in web development?

I hired a company that charged me \$27000 for a website that didn't function properly. I immediately started to learn and create on my own.

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## REFERENCES

Blake Boldon, Executive Director of the Monumental Marathon - Indianapolis

"Brack has been a tremendous resource and asset for the Monumental Marathon. He creatively tackles our ideas, implementing them efficiently and effectively. We consistently receive positive feedback from business partners and participants in our event about our website."

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Kim Porter, Executive Director of the Osgood Public Library - Osgood, Indiana

"We enjoyed working with Brack on our new website. He listened to our needs, he asked all the right questions and he worked with us until we had exactly what we wanted. He is very responsive to our questions and requests. He provided us with a website that my staff can easily use and the feedback from our community has been very positive."

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Kendal Miller, Executive Director of Switzerland County Tourism - Vevay, Indiana

"I have worked with Brack Rayles in regards to the Switzerland County Government Website with my former employer and now as executive director of Switzerland County Tourism. Brack has been wonderful to work with, being both thorough and patient in creating and educating me on his website product. Brack's communication while walking me through his website design has been excellent, and he has followed through as promised on every occasion."

"I've enjoyed utilizing The Switzerland County Government website for my employers. Not only is the site effortless to use but crisp and professional looking. To offer a community product that has the capability to accommodate both novice and advanced website posters in an easy-to-use format is quite remarkable."

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Kim Gale, Former Executive Director of Monumental Marathon - Indianapolis

"Brack is a pleasure to work with. His knowledge and expertise in website design is invaluable. He meets deadlines and always delivers quality work!"

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Dr. Charles Lake, Executive Director of Growth Ministries - Greenwood, Indiana

"Working with Brack on the creation of a website has been a most positive and pleasant experience. His patience and willingness to work with us has been remarkable. His rates are most reasonable and his promptness in progressing the work has been most commendable. We are very happy with his creativity, his knowledge of possibilities and most of all, the finished product."

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## ATTENTION DEFICIT

Even while working, I am always daydreaming about the next product, or website, or feature, or data set, or efficiency tool, or repurpose for trash, or . . . I could go on . . . I believe working with others helps bring these ideas to the market or challenges me to focus.

## VOLUNTEERING

### Board of Directors - Carousel Play & Learn Center - Greensburg, IN

April 2011 - May 2013

As Treasurer, I provided board members snapshots of the Center's finances and offered budget guidance on a monthly basis. Alongside that role, I saved or fundraised over \$7500 for the Center by selling unused assets, performing routine maintenance, hiring contract labor at discounted rates and developing a fundraising poster.

### Men's Small Group Leader - Community Church - Greensburg, IN

Spring 2009 - Summer 2011

Prepared for and facilitated group discussions that allowed men to talk about non-traditional "man things". We took what we learned about God and from each other, used that to help strengthen our marriages, guide our children and be helpful to those around us. I also helped cook breakfast.

### CORDLESS - Community Church - Greensburg, IN

Spring 2008 - Fall 2010

Matched church members with everyday and/or specialized skills with specific needs in the community. Examples include building handicap ramps for elderly, constructing a deck, reshingling roofs, fixing deadbolts, but also everyday skills like pulling weeds, planting flowers and cleaning.

## EDUCATION

### B.S. in Landscape Architecture - Purdue University - 2000

## FOR FUN

I enjoy hiking, eating chocolate, creekin, watching TV, going to restaurants with my wife, tackling with my kids, seeing my kids accomplish, politics, flannel, a bad round of golf, the Colts, Peyton Manning, Andy Griffith and just about anything vintage.

Updated 11/19/15