

KENRICK BUCHANAN

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SENIOR PHP DEVELOPER

A results-oriented Senior PHP Developer with over two decades of experience building and maintaining complex web applications. Possessing deep proficiency in the Laravel framework, I have a strong track record of delivering high-quality code, improving system efficiency, and collaborating effectively within agile environments. Eager to apply extensive PHP and Laravel expertise in a dynamic and innovative team setting.

CORE SKILLS & COMPETENCIES

PHP 3 - 8.2+	Creative Ideation & Planning	Multi-Channel Execution
LAMP Stack / Docker	Multimedia Lead Generation	Web Development & Design
Laravel	Design Process Management	Process scaling
JavaScript	Client Relationship Management	Affiliate Marketing
Testing & QA	Email & Social Media Advertisement	Team management

PROFESSIONAL EXPERIENCE

LEAD DEVELOPER | LeadClient 2005 – Present

Overview: Acted as the subject matter expert within the technology vertical, directing operations throughout organizational model shifts to facilitate project and client success. Transitioned from solely offering lead generation for legal clients to providing an all-encompassing CRM/case management solution for Mass Tort law firms. Managed in house and external development teams globally.

Selected Accomplishments:

- ✓ Developed and managed an Affiliate Marketing Hub, generating 2M leads, with 80% referred and 15% retained.
- ✓ Created a proprietary CRM system PowerESQ powered by Laravel, allowing for internal teams working on behalf of law firms to retain leads for clients, successfully retaining 300K+ to date. Massively improved quality of leads referred to partner firms. Software demo available upon request.
- ✓ Implemented lead generation strategies that significantly increased client business visibility across various verticals, surpassing client goals. Integrated many 3rd party APIs to provide business integration and insights and connection to law firm's intake portals.

Key Responsibilities:

- **Strategic Planning:** Generates strategies based on organizational capabilities and service offerings, analyzing current performance and determining how changes and potential implementations will impact budgeting, scheduling, and operational performance.
- **Business & Technical Requirements:** Balance organizational verticals throughout decision making, ensuring solutions address technical concerns while maintaining budgets and timelines required by business teams. Prioritize project completion based on available resources and continue to scale alongside capabilities.
- **Gaining Project Buy-In:** Facilitate project success through consistent and clear communication with team members, ensuring alignment on execution and strategy before incorporating additional stakeholders. Reinforce the importance of individual team members throughout process to boost morale and commitment to excellence.

PROFESSIONAL EXPERIENCE (CONTINUED)

- **Project Optimization:** Leverages expertise in hardware and software to execute projects and maximize available resources including budgetary allocations and timelines, streamlining workflow processes and meet deadlines.
- **Market Knowledge:** Stayed abreast of market changes and technology developments to identify opportunities for innovation. Active in the PHP community including annual conference attendance and local meetups.
- **Leadership Style:** Implements Agile methodology in leadership approach, ensuring all team members are provided opportunities for success and instilling a consistent drive for improvement.
- **Conflict Resolution:** Served as a point of contact for employees and management to convey issues in a professional manner and to promote new improvements through employee training.

ADDITIONAL NOTEWORTHY EXPERIENCE

Lead Developer-Creative Director | [LAWINFO](#) 2003 – 2005

Led development and creative direction for legal information websites. Created platforms to generate leads for law firms. Leveraged LawInfo's large content repository to create dynamic SEO strategies to maximize organic traffic.

Created products template website builders for their largest customer Pre-Paid Legal.

Web Developer | [Einstein Industries](#) 2001 – 2003

Developed custom websites for a variety of industries, mainly legal and medical fields. Created company intranet.

EDUCATION

Bachelor of Arts – Major in Arts & Technology | [CSUSM](#) 2001

TECHNICAL ACUMEN

PHP | Laravel | Docker | SQL | JavaScript | Windows | Mac | Linux | Audio & Video Production