

# Ronnie Serr

Alphabet House, Inc.  
 1725 S. Genesee Avenue  
 Los Angeles, CA 90019  
 Email: ronnie@alphabethouse.com  
 Voice: 323 939 1669

**Objective:** Contract, freelance, part or full-time employment as a **web developer**, specializing in PHP, MySQL, Lasso or FileMaker Pro, on meaningful sites, working with a supportive team on challenging assignments.

**Expertise:**

|                       |                                |
|-----------------------|--------------------------------|
| Middleware:           | PHP, Lasso, Ruby on Rails      |
| Databases:            | MySQL, FileMaker Pro, MS-SQL   |
| Frameworks:           | Drupal, OSCommerce, ZenCart    |
| Operating Systems:    | Mac OS, Linux, Windows         |
| Browser Technologies: | XHTML, JavaScript, CSS, JQuery |

**Experience:** 1990- Owner of Alphabet House, Inc.  
 1997- **Database Web Development**, using PHP, MySQL, Lasso & FileMaker Pro, specializing in business-to-business, ecommerce, interactive and administrative sites. Detailed job list at [http://www.alphabethouse.com/web\\_db\\_dev.html](http://www.alphabethouse.com/web_db_dev.html)

Major accounts:

|            |                      |                       |                             |
|------------|----------------------|-----------------------|-----------------------------|
| 2010-      | AAAASF               | aaaasf.org            | AAAASF Statistics Reporter  |
| 1999-2010  | Rhino Entertainment  | rhino.com             | FileMaker Pro, Drupal       |
| 2009-2010  | Jokeyphone           | jokeyphone.com        | Joke database               |
| 2008       | USC                  | college.usc.edu/vhi   | Shoah Foundation Website    |
| 2003-2009  | Cengage:             | californialicense.com | Online Real Estate School   |
| 2001-      | Specified Technology | rsad.fmpdatabase.net  | Restricted Area Permitting  |
| 2001-      | Specified Technology | sti.fmpdata.net       | Submittal Builder           |
| 2004, 2008 | Warner Music Group   | rhino.com             | Record company              |
| 2005-2007  | Xingtone             | xingtone.com          | Cell phone ringtones        |
| 2008       | MyLifeBrand          | mylifebrand.com       | Social network aggregator   |
| 1999-2002  | AAAASF               | aaaasf.org            | Surgicenter quality control |
| 1999-2001  | Children's Hospital  | myhealth2000.com      | Medical information center  |

1991- Desktop Database Solutions, using FileMaker Pro,  
 - Fox Studios Photo archive management  
 - Weizmann Institute Donor & event management  
 - Gefen Systems Contact & order management

- Book design and composition
- Foreign language typesetting

**Academic & Teaching:** 2002-2010 Teacher, Academy of Jewish Religion, Los Angeles  
 1985 CPhil, Theater Arts, UCLA  
 1983 A year's study with Umberto Eco in Bologna, Italy  
 1982 MA Social Sciences, cum laude Communication, Hebrew University  
 1979 BFA Film and TV, Tel Aviv University

**Media Making:** 1997 Khokhmat Halev Book Publishing in Israel, co-publisher. Hebrew translation of *The Artist's Way* and *Jewish Meditation*  
 1987 Founding Editor of a Hebrew Weekly in Los Angeles  
 1977-1982 Made three short independent films  
 1977-1982 Freelance film critic in Israel

**Military Service:** 1970-1974 Israel Defense Forces. Reserve rank: Captain, Signal Corps

**Languages:** 1987-1994 Certified Hebrew interpreter, Los Angeles Superior Court

- Good knowledge of Hebrew and English
- Fair knowledge of Italian & French
- Typesetting in English, Hebrew and other European languages



# Sunlight Productions

April 12th 2010,

To Whom This May Concern,

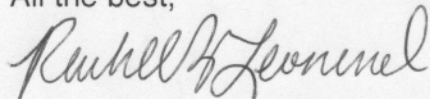
My name is Rachel Leonard and for the past year, I have had the pleasure of working with Ronnie Serr on our web project, Jokeyphone.com.

Ronnie joined our team during a transition period when we moved from a Drupal site to Ruby on Rails. Effortlessly adapting into our work environment, Ronnie was successfully able to work within existing code, understand an extremely complicated network, and provide solutions to help us move forward. He did a great job documenting his work and ensuring that everyone involved with the project could stay well informed. There is no doubt that had we not brought Ronnie on, this transition would not have been as seamless.

Besides being able to provide excellent support as a web programmer, Ronnie's other most valuable asset is his character. His work ethic is unmatched and his communication skills are ideal for a collaborative environment. He is a kind, thoughtful, and productive, self starter, who would make a great asset to any organization.

If you would like additional information about Ronnie, feel free to reach me at anytime.

All the best,



Rachel Leonard  
Site Producer  
rachel@sunlightproductions.com



Specified  
Technologies  
Inc.

200 Evans Way, Somerville, NJ 08876 • (908) 992-1180 Ext. 1001

Friday, May 8, 2009

Subject: Ronnie Serr

To whom it may concern:

I am writing this letter at the request of Ronnie Serr. I have been associated with Ronnie for over eight years. During this time, we have collaborated on a number of web projects for STI. My initial work with Ronnie involved the web-enabling of FileMaker databases that we had created in-house. In the years since, many of our projects have been initiated with Ronnie.

Our company is considered to be a leader in its field. Our web-image has a great deal to do with that and Ronnie has had a vital role in helping to create that image. Our website ([www.stifirestop.com](http://www.stifirestop.com)) uses databases very extensively.

A database created by Ronnie allows our customers to easily sort through literally thousands of published designs to select just the one that is needed. Often, these designs must be combined in a portfolio known as a submittal. Ronnie created a version of this search engine that creates these submittals and automatically organizes them into PDF form for printing or email transmission to the appropriate parties. This incredible tool takes a process that previously required literally hours to accomplish and has reduced it down to a matter of minutes.

Ronnie has also produced a number of web based tools designed to allow our customers to easily determine the amounts of various products required for their projects.

We value Ronnie as an important part of our development team. He has always been responsive to our needs. His insight and work ethic are unmatched, providing solutions that our competition envies. We consider Ronnie to be part of the STI family and would highly recommend him to anyone seeking to add value to their development team.

Sincerely yours,

A handwritten signature in black ink that reads "James P. Stahl". The signature is written in a cursive, flowing style.

James P. Stahl  
Executive Vice President  
[jstahl@stifirestop.com](mailto:jstahl@stifirestop.com)

March 31, 2009

**To Whom It May Concern:**

This letter is my personal recommendation for Ronnie Serr. He has worked for our California office for over five years as a contract developer and I have worked directly with Ronnie for the past few years. Due to the decision to integrate our California systems into another set of systems, his services are no longer required. This is in no way a reflection of his skills and abilities but merely a business decision to consolidate systems.

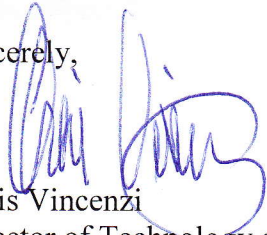
Ronnie is a take-charge person who has gained a solid understanding of our business over the years. When developing new solutions for us, he always uses his knowledge of our business to come up with an acceptable business solution, instead of merely a technical solution. He is also able to clearly present his ideas to business stakeholders as well as communicate the benefits.

We have not always gone with his recommendations, and though he has not agreed with all decisions, he has always worked within whatever constraints I have given him to deliver what the business has asked, whether or not it was in line with his ideas. This has been very valuable to me to know that he will always propose a viable solution to the problem at hand, but in the end, deliver what is asked of him.

As we run a 24/7/365 retail business, Ronnie provided excellent support to keep our systems up and running. He also did a great job collaborating with our corporate technology team to integrate our system, and migrate our servers to the corporate hosting facility.

I highly recommend Ronnie for any contract development work specific to his areas of expertise. He is a team player and would make a great asset to any organization.

Sincerely,



Chris Vincenzi  
Director of Technology and Courseware Development  
CompuTaught, Career WebSchool and Californialicense.com  
Cengage Learning

Zofia T Syrek  
Director of Operations  
USC Shoah Foundation Institute  
March 18, 2009

To Whom it May Concern:

Ronnie Serr worked for me at the USC Shoah Foundation Institute from August, 2009 until December, 2009, in a capacity of a consultant, performing web development for the Institute's main site. Due to a university-wide budget freeze, Ronnie's contract was ended at the end of the year.

Ronnie is a very skilled and experienced web developer. He also has great personality and is easy to work with. Even though, Ronnie was hired to work on a project that was left unfinished (and poorly built) by another vendor, he was able to turn it around. Ronnie took the time to analyze the issues and explained them to us and also proposed the correct course of action. He then continued to work on the website in a very quick and efficient matter and his (programming) work is of high quality. Ronnie also did a great job at documenting his work and reporting progress, so everyone involved in the project stayed informed.

What made this project even more challenging was the fact that the team was made up of staff members from two different departments, so communication at times was difficult. Ronnie, however, was able to clearly and effectively communicate with both groups which made the project very successful. In addition, Ronnie did an excellent job at training one of new employees.

If you would like additional information about Ronnie, you may reach me at (310) 990-2470.

Sincerely,

Zofia Syrek