




Joshua J. Kanz

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 Rio Grande, NJ | Open to Relocation or Remote

PROFESSIONAL SUMMARY

Results-driven digital systems architect and SEO strategist with over 20 years of experience designing, developing, and optimizing online infrastructures for small businesses up to S&P 500 corporations. Proven record of creating high-impact websites, database-driven inventory systems, and automated integrations that cut costs and drive measurable growth. Equal parts developer, analyst, and creative problem solver known for improving performance, simplifying complexity, and helping organizations scale efficiently.

KEY ACHIEVEMENTS

- **BusesForSale.com Transformation:** Elevated a local newspaper-style classifieds site into the largest national used-bus dealership in the U.S., implementing real-time inventory, SEO, and analytics systems that produced record growth.
- **TransitPros Automation:** Architected a complete operational ecosystem handling hundreds of thousands of orders per year, including one of the earliest real-time QuickBooks Web-Connector accounting integrations. Reduced accounting staff from 15 to 1 and halved overall operational labor.
- **Reynolds Systems Database Platform:** Engineered an advanced FoxPro/dBase analytics system with over 1,000 columns, automated data feeds, and multi-state redundancy; providing real-time actionable intelligence for parimutuel investments.
- **SEO & Digital Strategy Leadership:** Achieved #1 Google rankings for dozens of clients through data-driven keyword targeting, schema markup, and technical SEO optimization.
- **Client Partnership Philosophy:** Guided executives and business owners as a trusted advisor, bridging technology with measurable business outcomes.

TECHNICAL SKILLS & COMPETENCIES

Programming & Scripting

- Python, PHP, JavaScript (ES6+), TypeScript
- HTML5, CSS3, SCSS/SASS
- SQL (MySQL, MariaDB, PostgreSQL)
- Bash, PowerShell, C++, Pascal, COBOL
- dBase, FoxPro, JSON, XML, AJAX
- REST, SOAP, GraphQL, API integration
- YAML, Markdown, Regular Expressions

Web & App Frameworks

- WordPress, Joomla, Drupal
- Shopify, WooCommerce, BigCommerce
- Laravel, Node.js, Express, React, Vue.js, Angular
- Bootstrap, Flask, Django
- API-first design, microservices, MVC architectures

Database & Data Engineering

- MySQL, MariaDB, PostgreSQL, SQLite, MS Access, MongoDB
- ETL processes, data normalization, schema design
- Index optimization, stored procedures, distributed data pipelines

Servers & Infrastructure

- Apache, Nginx, IIS, LAMP/LEMP stack admin
- Load balancing, DNS management, SSL/TLS
- Caching (Varnish, Redis, Memcached)
- Containerization (Docker, Compose), Kubernetes (familiar)
- CI/CD (Jenkins, GitHub Actions, Bitbucket Pipelines)

Cloud & Virtualization

- AWS (EC2, S3, RDS, CloudFront), GCP, DigitalOcean, Linode
- Azure basics, Cloudflare CDN
- SaaS integration, PaaS management, IaaS provisioning
- VMware, VirtualBox

Security & Compliance

- SSL cert management, Linux hardening
- Firewall configuration, fail2ban, backup automation
- OpenSSL/GPG encryption, OWASP principles
- GDPR & data-handling compliance, SSH key management

Networking & Systems Admin

- LAN/WAN config, DHCP/DNS, VPN, router/firewall setup
- TCP/IP troubleshooting, NAS systems
- Cross-platform integration (Windows/Linux/Mac)

Version Control & DevOps

- Git, GitHub, GitLab, Bitbucket
- Branch workflow, continuous integration
- Deployment automation, rollback procedures

SEO & Marketing Analytics

- Google Analytics (UA + GA4), Search Console, Tag Manager
- AdWords, Meta Business Suite, YouTube optimization
- Keyword research, schema markup, structured data
- Core Web Vitals, SEM campaigns, lead conversion analysis

Design & Media Tools

- Adobe Photoshop, Illustrator, Express, Premiere, Canva, Figma
- Responsive design, image optimization, typography, branding

Automation & Business Systems

- QuickBooks API & Web Connector, CRM/ERP integration
- Zapier workflows, VBA macros, Excel automation
- Reporting dashboards, SaaS workflow automation

AI & Emerging Tech

- AI content generation, prompt engineering (ChatGPT, Claude, Gemini)
- LLM API integration, virtualized Linux dev environments

Operating Systems

- Linux (Ubuntu, Debian, CentOS, Red Hat), macOS, Windows Server
- Windows 10/11, Raspberry Pi OS, embedded ARM platforms

Soft Skills & Leadership

- Team mentorship, project lifecycle management
- Client communication, technical documentation
- Continuous improvement mindset

PROFESSIONAL EXPERIENCE

Independent Digital Consultant — Web, SEO & Systems Support

2020 – Present • Remote / Nationwide

- Provide ongoing SEO, web development, and content-management support to small and mid-sized businesses across the U.S.
- Collaborate with marketing teams and business owners to implement website updates, analytics tracking, and conversion optimization.
- Manage Google Business Profiles, meta tags, keyword optimization, and local ad campaigns.
- Create social-media and short-form video strategies aligned with each brand's audience.
- Offer technical troubleshooting, security hardening, and hosting administration.

- Maintain long-term client relationships built on trust and measurable results.

Accent Computer Services / Slerps LLC — Principal Consultant & Technical Director

2006 – 2020 • Cape May County, NJ

- Directed full-service digital operations for dozens of businesses in hospitality, automotive, and retail sectors.
- Designed and implemented custom database-driven inventory and accounting systems that automated core processes.
- Delivered SEO and social-media campaigns that achieved first-page Google rankings.
- Oversaw design, infrastructure, analytics, and client training from concept to deployment.
- Served as primary technical and marketing advisor to business owners.
- Cultivated long-term partnerships emphasizing transparency and sustainable growth.

Reynolds Systems — Database Developer (Contract)

2000 – 2005 • Remote / Multi-State

- Designed and maintained advanced FoxPro/dBase database systems for a parimutuel investment firm.
- Built multi-thousand-field architecture generating actionable analytics and reports.
- Automated data retrieval, analysis, and remote synchronization between servers across states.
- Delivered data visualization tools that improved decision-making and profitability.

Comcast Subcontractor — IT Networking & Repair Technician

2004 – 2005 • Pleasantville, NJ

- Provided on-site networking, repair, and system upgrades for residential and business clients.
- Diagnosed complex issues and performed advanced troubleshooting.
- Ensured reliable performance and customer satisfaction through precision and care.

South Point Communications — Lead Network Technician

2003 – 2004 • Rio Grande, NJ

- Oversaw network installation, cabling, and configuration for broadband clients.
- Trained new installers and maintained quality standards.
- Delivered customer-focused technical support for client operations.

UPFRO (Universal Property & Field Reports) — Insurance Field Representative

Early 2000s • Southern New Jersey

- Conducted on-site property inspections and interviews for insurance companies.

- Created mechanical drawings and risk-assessment reports.
- Operated independently under strict accuracy and deadline requirements.

Summary of Pre-2000 Technical & Early Work

- Served as a contract technician and IT specialist for multiple communications and technology firms (including Dell).
- Early experience in food service, retail, and city maintenance (Wildwood Beach Cleanup Crew and arcade attendant).
- Developed lifelong discipline and reliability through consistent work ethic from a young age.

EDUCATION & CERTIFICATIONS

- Microsoft Certified Professional
- Dell Certified Technician
- Ongoing Professional Development in SEO, AI Prompting, and Digital Systems

PERSONAL NOTE

I take genuine pride in my work and care about outcomes more than titles or trends. I'm happiest solving complex problems, improving systems, and helping teams succeed through smarter use of technology. I approach every project with ownership, persistence, and creativity—treating each challenge as if it were my own business.

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