

Jonathan (Jon) Lybrook

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<https://wsw3.com/Jon>

Marketing Skills

- Buffer Social
- WordPress
- MailChimp
- Constant Contact
- Google Analytics
- SEO / SEM Rush
- Facebook Groups
- Instagram for Biz
- YouTube Admin
- Video Editing
- Meta/Google Ads
- AdRoll
- Microsoft 365
- ChatGPT
- Photoshop

Technical Skills

- FreeBSD Unix
- FreeBSD Jails
- Linux
- Virtual Servers
- Windows/Mac OS
- Apache/PHP
- MySQL/Postgres
- Web Security
- Import/Export
- LAN/WAN
- TCP/IP Network
- HW/SW Firewalls
- Email Servers
- Nagios Monitor
- AWS/Azure
- Server Backups
- Data Storage
- Data Recovery
- ssh / scp / rsync
- RAID 1/5/10
- Perl & PHP
- Git / GitHub
- Python Basics
- HIPAA/SOX/PII

Technical Lead and Social Media Manager

Jan 2002 - Present - WSW3 Networks - Erie, Colorado

With over 25 years of experience as a Managed Service Provider, I specialize in providing IT support, web development, and digital communication strategies. I lead the design, deployment, and maintenance of secure web, SEO, and social media infrastructure for clients across healthcare, security, non-profit, hospitality, fitness, arts, and entertainment industries.

Client Project Portfolio: <https://wsw3.com/Projects>

Key Areas of Responsibility:

Website Development & Systems Administration

- Provide comprehensive technical support, troubleshooting, and infrastructure management for **Windows, Unix and Linux** client systems including servers, networks, and end-user devices.
- Configure, secure, and **maintain on-premise and cloud-based environments** to ensure uptime, scalability, and data integrity.
- Plan and implement system updates, patches, and **disaster recovery** plans to maintain optimal performance and business continuity.
- Design, build, and deploy white-labeled, branded web applications, including **membership portals, ecommerce platforms, healthcare tracking systems, and custom CMS** solutions.
- Integrate commercial and open source third-party tools and APIs for payment processing, analytics, and content management.
- Ensure **web application performance, security, and compliance** across various platforms and browsers. Write and maintain **Standard Operating Procedures (SOPs)**.

Digital Strategy & Social Media Management

- Develop and manage official graphics and social media pages (**Facebook, Instagram, LinkedIn, YouTube, and Mailchimp**) to align with client brand identity and communication goals.
- **Coordinate content and SEO strategy** with stakeholders to schedule branded posts with strong calls to action.
- **Build, segment, and maintain email lists** and launch integrated campaigns across newsletters, web, and social channels.
- Advise clients on choosing appropriate **digital advertising platforms and analytics** tools to meet marketing goals.
- Set up and monitor social media sites and ad campaigns, providing reporting insights to **improve engagement and conversion**.
- **Create, schedule, and publish targeted email campaigns, digital advertisements, and social media content** that reflect client objectives and audience interests.

Production Engineer

Mar 2000 - Nov 2002 (2 years 9 months)

Genomica, Inc. - Boulder, Colorado

JOB OVERVIEW: Provide **production engineering** and website support to the company's Reference Database product team and Engineering Department. Duties included:

- **Run and debug complex data processing scripts** and procedures for aggregating sets of University-provided, human genetic research data. Once complete, we'd then **verify, upload packaged deliverables to a secure FTP site, and notify customers.**
- **Collaborate** with cross-functional teams including **Development, Engineering, Testing/Quality Assurance, and Marketing** to ensure seamless production operations.
- **Create and edit video, audio, written, and visual content** for the company website and the Engineering Department intranet.
- **Monitor system metrics** such as bandwidth, power consumption, disk space, user access, and equipment uptime using Nagios and other tools to identify areas for improvement.
- **Create and maintain custom system documentation** including SOPs, processing instructions, and production schedules.
- **Conduct root cause analysis and implement corrective actions** for production issues to minimize downtime and defects.
- **Provide technical support** to production teams and troubleshoot equipment or process-related problems.

Desktop Support Technician

1998 - 2000 (2 years)

International Language Engineering - Boulder, Colorado

JOB OVERVIEW: **Support 250 workstations** in 25 different human languages supporting **software localization** engineers and translators on a variety of operating systems including **Windows, Windows Server, Mac OS, Solaris, IRIX and others.** Duties included:

- **Install, upgrade, and maintain different operating systems in localized environments.** Configure custom fonts, input devices, and language packs to ensure compatibility and functionality.
- **Work with colleagues and internal customers to troubleshoot** and address work-stopping issues related to data formatting, bugs, hardware outages, and client requirements.
- Troubleshoot and resolve issues related to font rendering, **international character encoding**, and text display in various languages and programs.
- **Use and maintain help desk software** to document and escalate technical issues, bugs, and feature requests to IT support, developers, or hardware vendors for resolution.

Education

University of Colorado, Boulder - Continuing Education Classes in Computer Science

Bard College, Annandale, NY - Bachelor of Arts in Filmmaking and Multimedia