

RICHARD BUSS

Technology & Operations Leadership | Web Development | Digital Marketing

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PROFESSIONAL SUMMARY

Full-stack web developer and technology operations leader with hands-on experience designing, building, deploying, and maintaining complete websites and custom database-driven web applications from the ground up. Skilled in HTML, CSS, JavaScript, PHP, MySQL, MariaDB, responsive design, and custom administrative systems. Director of Technology at Toyota Amphitheatre, with 20+ years of experience in project management, business operations, digital marketing, affiliate programs, and cross-functional leadership.

TECHNICAL & CORE SKILLS

Web Development: HTML, CSS, JavaScript, PHP; responsive design; website development and maintenance; custom administration dashboards; content management systems; user authentication; database-backed web applications.

Databases & Systems: MySQL, MariaDB, relational databases, data migration, website hosting and deployment, troubleshooting, Square POS, device configuration, equipment inventory.

Leadership & Marketing: IT operations, project management, process improvement, team leadership, affiliate marketing, email marketing, deliverability, performance reporting.

PROFESSIONAL EXPERIENCE

Director of Technology | Toyota Amphitheatre | June–October 2026

- Promoted from Venue Technology Assistant to Supervisor and Director of Technology during the 2026 concert season.
- Directed concert-day technology operations for handheld terminals, registers, kitchen display systems, printers, and associated equipment.
- Coordinated deployment, setup, testing, inventory, and troubleshooting for approximately 300 Square POS devices.
- Built internal web-based operational tools for device tracking, deployment planning, equipment records, and standard operating procedures.
- Resolved time-sensitive technical problems and supported staff across multiple venue service locations.

Independent Web Developer | Website & Web Application Projects | Project-based

- Build complete responsive websites and custom web applications from initial design through deployment and maintenance.
- Develop PHP- and MySQL/MariaDB-backed features including administrative dashboards, content management, search, authentication, and data management.
- Create business websites, community and news platforms, and operational applications with inventory, scheduling, and reporting functionality.
- Manage website updates, debugging, database migrations, mobile usability, and hosting-related configuration.

Director of Email Products & Services | YNOT Mail | 2008–2025

- Owned email marketing, affiliate programs, and platform operations serving thousands of customers.
- Built affiliate programs and led cross-functional projects across marketing, product, compliance, and operations.
- Oversaw deliverability, performance reporting, and customer and partner relationships to improve acquisition and retention.

Senior Affiliate Marketing Manager | Dating Factory | 2011–2016

- Managed affiliate relationships and performance-based campaigns focused on ROI and conversion.
- Optimized high-volume email and digital traffic campaigns through partner collaboration and performance analysis.

General Manager | Internet Commerce Services | 2006–2008

- Oversaw digital marketing operations and project execution; managed 50+ staff and contractors.
- Led CRM, email marketing, customer acquisition, and workflow improvement initiatives.

Chief Operations Officer | LS Media | 1999–2006

- Led company-wide operations, affiliate programs, email campaigns, and performance tracking.
- Managed teams and systems supporting audience growth and partner-driven revenue.

EDUCATION & CERTIFICATIONS

Associate Degree, Information Technology — Heald College | Google Project Management Certificate

MILITARY SERVICE

United States Marine Corps | 1986–1989