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Selected Achievements:

Northstar Travel Group, Senior Front-End Developer

- Develop front-end code and interfaces for a network of business-to-business media sites focused on the travel industry
- Work in SASS/Gulp to implement CSS updates and enhancements to sites
- Code in .NET/C#/VB to introduce new products to websites using Microsoft Visual Studio
- Develop client solutions for marketing customers, including custom learning environment enhancements, custom registration systems in .NET and SQL Server, contest engines and single sign on APIs.
- Serve as technical resource on client and sales calls, to ensure client needs are documented and supported, so that optimal solutions are delivered
- Deployed new ad server, migrating from Open AdStream to Google Ad Sense, including all front-end and back-end programming for entire network of sites

Caelo Media, Senior Software Developer and Chief Technology Officer

- Built and maintained web application and supporting infrastructure using CodeIgniter framework and MVC
- Lead development of version 2 of both web and mobile applications code base, increasing page views and time on site by a factor of 2
- Launched tangential web properties in support of company's goals, including 2 fully customized WordPress instances
- Consolidated 3 disparate code bases into a single set of APIs to power both web and mobile applications
- Implemented new features for applications in accordance with specifications
- Managed team of developers, and interfaced with senior management to set company's technical direction

PennWell Corporation, Director of Research and Development

- Lead R&D team to develop company's first mobile applications, leveraging a single custom code base across 15 brands
- Increased usage of mobile applications from zero to over 200K in 18 months
- Created new revenue stream that resulted in more than $100K in additional revenue in the first year

PennWell Corporation, Director, Digital Media Technology

- Launched sponsored webcast product offering that produced more than $2 million annually
- Created, coded and supported a newsletter platform for more than 20 brands, producing more than $1.5 million in incremental revenue
- Built web-based tools to allow non-technical staff to support customers, leveraging RESTful and SOAP-based APIs from 3rd party platform providers
- Created and coded new, interactive ad units, producing additional inventory and new revenue streams

Skills:

Operating Systems:

Microsoft Windows	macOS	Linux command line

Technical Proficiencies:

HTML/DHTML/XHTML	CodeIgniter framework	Velocity
CSS, SAAS/Compass	WordPress	XML
JavaScript	Amazon AWS	Java
jQuery	Git/GitHub/SourceTree/Tower	AJAX
Bootstrap	Gulp	Photoshop
PHP	C, Objective-C	Illustrator
MySQL	C#/.NET	Audio/Video Streaming, Editing

Experience:

Northstar Travel Group **Secaucus, NJ**

Senior Front-End Developer 7/2015 – present

Lead the development of site interfaces for a network of business-to-business travel information sites. Develop and deploy marketing client microsites and education sites, client registration engines, and single sign on solutions in C#/.NET. Develop new revenue producing products for network of sites, with focus on maximal profitability, speed of deployment, and ease of use.

- Hands-on development in C#/.Net, HTML5/JavaScript/CSS/SASS/Gulp for network of sites and new product offerings
- Serve as technical expert for client and sales calls, to distill complex technology and processes into easy to understand language, to ensure client and company are aligned with goals and deliverables
- Create client solutions for education customers, with focus on content presentment and testing, with custom registration options, and single sign on, and custom APIs to handle bi-directional data sharing
- Serve as technical expert for Google Ad Sense ad server, troubleshooting and solving problems with client creative, site targeting, and deliverability, maximizing revenue stream for company
- Participate in vendor evaluations, and make recommendations based on technical offerings

Caelo Media **Austin, TX**

Senior Software Developer and Chief Technology Officer 7/2012 – 7/2015

Responsible for all aspects of the company's technology decisions, partnerships and implementations, while managing all aspects of day-to-day development, and staffing decisions. Lead a team of developers dedicated to building, maintaining and supporting a web-based application focused on cooking, which goes beyond recipes and walks users through cooking, so their entire meal is complete at the same time.

- Hands-on development in Xcode for Apple's iOS platform for both iPhone and iPad versions of the Cooking Planit application, including builds, major and minor releases, and managing the Apple submission process
- Implemented and extended open source iOS libraries for performance tracking, advertising (free app versions only) and speech recognition for hands-free app control in cook mode (when hands are messy)
- Created 3 web-based environments (dev/stage/prod), with Git content repositories in the cloud
- Hands-on development in PHP/MySQL running on Ubuntu Linux and nginx, leveraging and extending open-source JavaScript libraries and PHP frameworks, while also developing custom classes and methods
- Selected cloud-based hosting and DNS solutions for all applications (mobile and web), and set up monitoring services for uptime and availability
- Established and executed on development goals and milestones, while reporting back to the president and CEO on progress

PennWell Corporation   **Nashua, New Hampshire**

Director, Research and Development   3/2010 – 7/2012

Lead a team of developers focused on mobile applications for both Android and iOS platforms. Served as primary interface to the rest of the company, taking in requirements and managing delivery schedules, code releases, and applications revenue.

- Hands-on development for Apple's iOS platform
- Team lead for developers, setting strategy, direction and goals for the group
- Delivered over 12 iOS apps, introducing critical new revenue streams for the company
- Participate in due diligence in evaluation of acquisitions for the company
- Maintain SVN source-code repository for all projects
- Debug code, analyze performance of apps

Director, Technical Strategy   11/2007 – 3/2010

Provided technical oversight of all digital media products and services. Managed technical solution vendors and integration projects. Served as lead project manager and developer for career-based websites, as well as technical lead on CMS deployment project.

- Serve as technology project manager and lead developer on publication-based site launch on a software-as-a-service content management system, developing component-level templates that are extensible and customizable
- Managed technology solutions and served as lead developed career-based website re-launch, creating revenue and traffic opportunities in new vertical markets
- Coded solution for ad integration with streaming video provider and event content site provider in XML, PHP and dynamic HTML
- Designed new interface for career-based websites, to improve usability, traffic and advertising revenue
- Designed and developed new rich media ad templates for large ad unit using Flash, ActionScript, PHP, JavaScript and PHP, complete with an ad creation utility and demo facility for non-technical staff.
- Coded custom video ad wrapper in Flash and ActionScript to introduce video ad units on websites, introducing a new revenue stream while meeting evolving customer needs
- Coded custom newsletter and Blog in PHP to educate existing customer base on digital media product offerings and strategy, to increase revenue from existing customer base

Director, Digital Media Technology   3/2006 – 11/2007

Provided technical oversight of all digital media projects across 35 business-to-business websites. Worked in tandem with product management and development teams to ensure optimal technical approach and product outcome. Delivered products and services designed to deliver increased site content and traffic while building new revenue streams. Achieved 45% year-on-year revenue growth for 3 consecutive years.

- Investigated new digital media technology and services, and evaluate against PennWell's criteria of "content, revenue, and traffic" to determine what features to introduce to publication websites
- Created technology road map based on current industry trends, to ensure timely roll-out of market-driven site features while evolving to Web 2.0 collaborative features and video content
- Developed and managed partnerships with top-tier Software-as-a-Service (SaaS) providers for content management, statistical analysis, and content delivery to expand offerings network-wide more rapidly
- Managed product road map and strategy, prioritizing projects for maximal audience and revenue impact, growing business to profitability and margins exceeding traditional side of the business
- Provided technical support and training for internal non-technical resources, including publishers, editors and support staff, helping to further digital media agenda internally, and with customers

Director, Technical Marketing   3/2001 – 3/2006

Supported sales, marketing and technology strategy for 40 business-to-business publication websites that derived revenue from online advertising. Managed development specifications, features and launches for online products totaling $5 million in annual sales. Leveraged expertise in areas of web development, design, marketing and branding, while concurrently measuring and analyzing site performance. Initiated template redesign project for sites, to provide easier end-user navigation, stronger branding, a more consistent look, and the opportunity for increased revenue through expanded advertisement sizes

- Designed, coded and implemented 45 HTML (MIME)-based e-newsletters in HTML and Velocity server-side templating language, while selecting and managing outsource partner for creation of Content Management System (CMS)
- Test and debug 40 publication-based websites, finding performance bottlenecks and compatibility issues, documenting issues and recommending/implementing changes and improvements
- Created banner ad testing facility in PHP and MySQL to give non-technical ad traffic staff a web-based test environment for e-mail newsletters
- Researched and selected new enterprise-wide statistical analysis package that increased traffic reporting accuracy by more than 150%. Handled contract and pricing negotiations and replaced existing system at significant two-year cost savings.
- Managed template redesigns for dynamically-generated websites, improving branding and identity standards while simplifying navigation thereby bolstering traffic to deeper content
- Launched Webcast presentation series, creating a new revenue stream for the company while adding multimedia, interactive, deep content to highly-targeted sites. Increased profit margin from 50% to 240% by decrease vendor costs and increasing offering availability
- Created and implemented division-wide project management process for all site-related development projects, including success metrics and feedback loops
- Performed division-wide online pricing analysis, adjusting ad prices to provide increased customer value while simultaneously increasing sales volume and revenues

iCOMS, Inc.   **Nashua, New Hampshire**

Director, Web Marketing & Creative Services   9/1998 - 3/2001

Drove communication strategy for company and developed budgets to deliver projects on time and within costs. Focused on branding and lead generation campaigns to enhance sales efforts. Established new corporate identity standards as company evolved from a commerce service provider to an e-business ASP.

- Spearheaded two major redesigns and re-launches of the corporate Web site, with focus on content, appearance and usability, increasing traffic and online lead generation by 200%
- Managed both internal and external Web development staff to produce new Web interface, navigation and content for re-launch of corporate Website as the company's business strategy evolved
- Managed Web developers and content editors for the build of Intranet and customer Extranet facilities
- Managed external Web consulting firm to increase company's position in the major search engines to increase site traffic
- Established new corporate identity and branding standards to enhance company's image in the e-business ASP marketplace
- Managed both internal and external designers to produce corporate collateral, advertising, and trade show graphics

VST Technologies, Inc.   **Acton, Massachusetts**

Marketing Production / Communications Manager   7/1995 - 9/1998

Produced and managed all marketing communications pieces, including print and Internet advertising, and developed corporate identity and branding. Served as a technical advisor to key channel, reseller and direct accounts. In 2-1/2 years, increased channel revenues by 400%, which became 50% of gross sales.

- Wrote copy for all press releases, spec sheets, product sales guides, cooperative advertising, product announcements, marketing updates and promotional pieces
- Tracked all ad spending and results of advertising (sell through and response rate)
- Worked with Manufacturer's Representative Organizations to position products in retail settings
- Conducted product training seminars in house and at catalog reseller locations
- Planned and executed company's trade show participation, including booth design and staffing
- Attended trade shows to meet with key accounts and re-establish contact with account managers from catalog resellers and trade publications
- Managed in-house graphic designer and outside agencies on collateral and packaging projects and oversaw all graphic related marketing functions
- Oversaw technical support department, serving as a liaison between engineering and technical support

Education:

University of Massachusetts Lowell   Lowell, Massachusetts

Bachelor of Science, Information Technology, 2021
Current GPA: 3.91 / 4.00

Framingham State College   Framingham, Massachusetts

Bachelor of Arts, Communications
Salutatorian, Summa Cum Laude, GPA: 3.95 / 4.00

Additional Education:

- Apple World Wide Developers Conference (2011, 2012)
- CocoaConf, 2011 (Reston, VA) and 2014 (Danvers, MA)
- Intro to XML/Web Applications, Fall 2001, Daniel Webster College, Nashua, NH
- PHP and MySQL Web Applications, Spring 2004, Daniel Webster College, Nashua, NH
- Ajax Programming Conference, The Ajaxians, October 2006, Boston, MA