

## Summary

Engineering leader with experience in launching large-scale web products. Led major projects using agile and modern tech for top media companies. Motivates teams, guides engineers in career growth, knowledgeable in product management, and passionate about business growth and user experience.

## Experience

### Director of Engineering + Partner @ Apollo 350 — 09/2019 - 06/2023

- Led growth strategy for top software agency; managed budget, recruitment, and partnerships. Fostered trust with executive stakeholders from client companies, reinforcing confidence in our engineering capabilities, leading to >90% utilization of billable hours and 55% yearly revenue increase. Expanded team from 4 to 12 engineers
- Worked hands-on with startups and large media companies (100mm+ users) on technical projects, like improving release cycles, debt removal, app migrations, and performance optimization. Also handled user features like live video, OTT subscriptions, and editorial platforms. **Key Clients:** CNBC, TelevisaUnivision, UFC, Wall Street Journal
- Designed engineering ladders for remote teams, and guided engineers' career growth through 1-on-1s, retrospectives, and performance assessments
- Technologies used: React, NodeJS, GraphQL, various AWS tools (DynamoDB, S3, EKS, EC2, VPC), Terraform, Serverless Framework, OTT Platforms (Chromecast, Samsung, PlayStation 5)

### Director of Product @ Condé Nast Entertainment — 10/2018 - 09/2019

- Led a 12-person product/eng team to release video products for brands like The New Yorker, Vogue, Pitchfork, and WIRED. Added persistent video players and midroll support, increasing video ad inventory by 30%.
- Spearheaded technical effort using Varnish ESIs to point root brand site paths (e.g. gq.com/video) to our separate video application, improving SEO and increasing unique visits across Condé's sites by 25% on average
- Collaborated with analytics team to build a centralized dashboard for critical metrics, such as video views, ad views, player loading times, error rates, and conversion rates

### Engineering Manager @ Vanity Fair — 01/2017 - 10/2018

- Led a team of 4 engineers in enhancing Vanity Fair's digital presence by building interactive reading experiences and monetization initiatives, ultimately increasing paid digital subscriptions by 400%
- Improved dev team productivity; used Webpack's profiling tool and parallelized build tasks, reducing build time by 50%. Used Codecov to boost test coverage by 20%.
- Partnered with design, analytics, marketing, and business strategy teams in launching six experimentally-driven products for the brand, such as Emmys Ballots and interactive games, resulting in 22% boost in unique visits YoY
- Guided team through career growth, leading to all members being promoted to engineering management roles

### Engineering Manager @ Condé Nast Entertainment — 05/2015 - 01/2017

- Led team of four developers in maintaining and building features for our homegrown video player, ultimately supporting billions of views and 8-figures of revenue across 20+ websites in the Condé Nast brand suite
- Developed user features like playlists, recommendations, and video cue points, resulting in a 15% increase in user engagement. Collaborated closely with the ads team, supporting and troubleshooting VAST and VPAID ad types.
- Wrote integration and unit tests using RSpec, Mocha, & Jest. Implemented monitoring systems with DataDog, Splunk, & PagerDuty, and measured player performance using Google Analytics events
- Other technologies included: Ruby on Rails, Ember, React, RxJS, Webpack, Redis, video.js, Cloudfront

### Software Engineer @ Condé Nast Entertainment — 12/2012 - 05/2015

- Led frontend development for video web sites; responsible for creating efficient CSS style guides and coding practices. Worked with Ruby, Javascript, SCSS
- Used tools such as WebPageTest to measure page speed, maintaining a TTFB under 200ms
- Collaborated with design and advertising teams to create custom ad experiences

## Skills

JavaScript, TypeScript, React, Next.js, GraphQL, Node.js, Express, Ruby, Jest, various AWS & GCP products, HTML, CSS, Tailwind, Lighthouse, Git, Optimizely, LaunchDarkly, NPM, Figma, New Relic, MongoDB, SQL, shell scripting

## Certifications

Professional Cloud Architect Google, 2022

## Education

Farmingdale State College - 2004 - 2009