

Daniel Edison Romero

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Objective

Discover an environment where I can contribute my passion and skills for the web. I love new development and bringing legacy apps back to life.

Summary

As a software development manager, I oversee the programming, maintenance, standards, and software architecture of projects. Highly skilled in front-end: HTML/JavaScript and back-end: ASP.NET, SQL Server, and Amazon Web Services on desktop and mobile platforms. 20+ years of engineering, project management, and leadership experience.

Technical Background

Programming: ASP.NET, C#, TSQL, Python, Powershell, PHP, Java, JavaScript (w/jQuery), HTML, CSS, XML, XAML, Xamarin Framework

Development Tools: Visual Studio / Code, Eclipse, Sublime Text, PyCharm

Databases: Microsoft SQL Server, MongoDB, MySQL, Oracle, Red-Gate Toolbelt, SQLite

Operating Systems: Windows, MacOS, Linux, Solaris, VMware, VirtualBox

Professional Experience

Ogilvy and Mather / Geometry Global (web agency) – 2012 – Present – **Development Manager**

- Engineer under Windows 2012 Server / IIS 7 / SQL Server 2014 / ASP.NET MVC / Silverlight
- Develop web applications (in C#, XAML, and Web Services) with complex data-collection business rules for American Express, Costco, Jim Beam, Ford, Lowe's, Scotts Naturals, Blue Cross Blue Shield, E&J Gallo, Heineken, and FEMA.
- Engineer native apps for iOS and Android using Xamarin.Forms in C#.
- Created responsive HTML5 Applications with JavaScript and jQuery Mobile. Included reporting, searching, data-gathering, check-in features using Geolocation and Google Maps API. Other features included off-line saving to a local browser database and extracting EXIF data from images. Targeted devices: iPads and iPhones.
- Setup and configured TeamCity (Continuous Integration Server) to build and deploy projects (Silverlight/ASP.NET) to EC2, S3, and CloudFront. Used Powershell and the AWS .NET SDK for automation.
- Enhanced the back-end portal with functionality in forms of decoupled modules. Modules I used and enhanced included the events calendar (where reps track their sales), alerts and notification dashboard (to remind them of important events on their customized home page or via email), and profile manager, where reps can manage their account details and picture. All were developed in ASP.NET Web Forms (C#) and heavily TSQL-driven.
- Processed payroll (via TSQL scripts) for thousands of Ogilvy reps who use the back-end portal to track their work. Payroll algorithm depends on specific brands. All processing must meet ADP requirements.
- Migrated infrastructure (Microsoft stack) to run all virtually on Amazon Web Services' (AWS) EC2 instances (for IIS and SQL Server), S3/Glacier for database backups and off-loading reports, CloudFront (for assets like images and XAP files on their CDN), and Route 53 for DNS. Used CloudBerry software for backups.
- Migrated the network infrastructure entirely to AWS as well, including its virtual Load Balancer, and setup VPN and subnets on EC2 instances. Used SQL Server Management Objects (SMO) to script out backups.
- Translated complex business requirements (with TSQL) into reports of various formats: charts (with Infragistics's toolkit), Views (accessed by Analytics department), and downloadable reports in PDF and Excel formats.
- Managed all source code (C#/JS/SQL/CSS/ HTML) and resources in Team Foundation Server along with its build server. Code merging and comparison via Beyond Compare. Tracked features and bugs with Fogbugz.

Millennium Communications (interactive agency) – 2010 – 2011 – **Sr. Web Developer (Frontend & Backend)**

- Engineered under Windows 2003 Server / IIS / ColdFusion 8 / SQL Server / MongoDB / ASP.NET (C#/VB.NET)
- Developed promotional web sites for Ronzoni, Healthy Harvest, TD Bank, MSNBC, Lexus, and Microsoft that included content management tools, rich AJAX UI functionality, content rating utilities, analytics and reporting facilities.
- Promotional sites utilized transactions and MSDTC for reliability and ASP.NET Membership Provider for authentication.

- Developed best-practice ASP.NET MVC project templates and boilerplates that used Dapper (Micro-ORM), Solr.NET, and ELMAH (error logging). Prototyping included using Web and Windows Forms along with SQL Data Generator.
- Created API wrappers for ConstantContact's (email marketing software) REST web service and built scheduled tasks to do bidirectional synchronization between Ronzoni's user database and ConstantContact. 600,000+ recipients. The API developed was fault-tolerant with a reporting system. Worked alongside ConstantContact, testing/debugging their software and reporting critical bugs and solutions.
- Performed security audits and code reviews on various Chase and Boboli brand web sites. Analyzed code and functionality for XSS and SQL Injection vulnerabilities and created reports outlining improvements and optimizations.
- Programmed shopping cart in ASP.NET MVC (C#) with MongoDB using the MongoDB C# Driver.
- Implemented web services: Amazon's S3 API, Transloadit Uploader API, and internal Atom web services.
- UX engineering involved HTML5 Boilerplate and Twitter's Bootstrap, with heavy use of JavaScript, jQuery and CSS to accommodate for desktop and mobile. Other tools: jQueryUI, Modernizr, CSS3Pie, JSLint, and Telerik controls.
- Architected a Source Control Management plan and deployed Subversion company-wide (amongst designers, programmers, and network admins). Trained company on usage. Explored Mercurial and Git as possible solutions.

Pro Bono Net (nonprofit legal aid) – 2008 – 2010 – **Programmer / Database Administrator**

- Engineered under Windows 2003 Server / IIS / ColdFusion 8 / SQL Server / Flash Media Server / VMware / Python.
- Developed features and optimization enhancements to all key web site services: search engine (in Verity), events pages, widgets, homepage, registration / login, mailing lists, Google maps (using KML files and geocoding), RSS feeds, and other CMS-driven pages. Feature enhancements had to be plugged into and accessible via a home-grown CMS and CF framework that utilized the MVC design pattern and Helicon's ISAPI_Rewrite for clean URLs.
- Enhanced UX via jQuery (form validators, usability, and accessibility in pages) and jQueryUI.
- Performed functional testing in Selenium IDE, wrote AutoHotkey scripts, documented test scripts, and debugged UI components using Firefox Add-ons: Firebug, YSlow, HTML Validator (based on Tidy). Used JSLint for JavaScript.
- Developed a data maintenance plan for the Pro Bono Net infrastructure. Created backup/maintenance jobs in SQL Server and created Perl and Python scripts for scheduled file cleanups on all servers.
- Migrated SQL Server 2000 databases to SQL Server 2008. Pinpointed and fixed all incompatibilities.
- Implemented Full-Text Search solution by programming and customizing Lucene/Solr APIs, and Tika via Tomcat.
- Set up and maintained Flash Media Server for webcasting. Updated the site webcast module using ActionScript via Flex Builder and Flash Builder. Developed several tests for analyzing bandwidth before deployment.

artnet (web portal for fine and decorative art) – 2006 – 2008 – **Software Project Manager / Business Analyst**

- Managed all aspects of the software management process: requirements gathering & analysis, project planning, prioritizing, quality assurance planning, testing, contracting, release planning, prototyping, and risk management.
- Led the largest project in the history of artnet: the artnet Online Auctions, which is an online auctions platform with functionality similar to eBay. Managed teams of software/systems/QA engineers, web designers, analysts and copywriters to make sure business needs are met. The project was successfully launched on time and within budget having high uptime. Managed two different engineering vendors located in Germany and Ukraine.
- Translated business goals, rules, and requirements into software project specifications, as well as assist all stakeholders with functional and non-functional requirements. Managed meetings / kick-offs.
- Served as a business analyst and project manager for many key artnet products and services, including its Auction House Directory, and its Fine Art Auctions Database. Worked with an in-house team of consultants and a vendor in Germany. All projects delivered on time. Did functional testing of requirements using Mercury Quality Center.
- Played the role of project lead for artnet's SEO strategy and worked closely with the VP of Marketing to establish strategies. Led initiatives for web analytics using Google Analytics and HBX (Omniture).

artnet – 2004 – 2006 – **Site Production Engineer / Prototyper**

- Served as the Lead Web Designer for web applications and web pages. Supported all marketing initiatives by wireframing, prototyping, coding, and A/B testing: newsletters, ads, and all web pages in German and English.
- Engineered (and updated pre-existing) internal applications and new services using ASP (classic), XML, and SQL Server, and JavaScript, including artnet's key products: the Fine Art Auctions Database, email alerts, and artist bios.
- Co-Led the initiatives for an artnet.com redesign and infrastructure rearchitecture.
- Led all testing that involved UX and client-side code: header, footer, body, menus, ads, etc.

ShinyLight (custom web solutions provider) – 1998 – 2008 – **Sr. Software Engineer**

- Engineered under Windows 2003 Server / IIS / Apache / ColdFusion MX / SQL Server / MySQL.
- Created the project plan and strategy for the inventory of digital camera equipment. Created plans for the systems infrastructure – server hardware and software components. Gathered requirements and created strategy and timeline.
- Worked with vBulletin and phpBB forums: new styles, and forum modifications and upgrades.

- Shopping cart and administration tool developed in Java Server Pages (JSP) using Apache Tomcat and Oracle 8i. Used Amazon.com's web service (through XML) to retrieve product information.
- Engineered File Client/Server in C for Solaris 8. Contained user administration, authentication, and file security.
- Coded email client in Turbo C++ and Assembly for DOS/Win95. Used network libraries to securely transport information across modems. Developed various file utilities (like reboot, shutdown) in Assembly using Microsoft's DEBUG.EXE.

CristelCom Inc. (custom IT solutions provider) – 2001 – 2004 – **Software Engineer / Web Developer**

- Debugged (and added new features to) pre-existing inventory-tracking software in ASP 3.0/ IIS /Access 2000.
- Optimized Access SQL queries for its inventory-tracking software.
- Designed graphical interfaces for intranet applications (e-mail, invoice, reports).

Hofstra University – 2001– 2002 – **Software Engineer (ColdFusion / Perl)**

- Constructed a full-text search application in ColdFusion/MS-SQL for a database of financial institutions. Converted the tables, relationships, and code from MS Access to SQL Server - all the data successfully migrated.
- Enhanced the Allaire Spectra CMS by developing reusable widgets in ColdFusion. Trained faculty and students.
- Developed tools that scanned for file-sharing programs on the Hofstra network, including Napster and Morpheus. Pinpointed users and aided Hofstra on reducing network bandwidth dramatically. Done in Perl, C++, and ColdFusion.

Anchor Computer (database solutions for marketers) – 2000 – 2001 – **Software Engineer / Web Developer**

- Fixed bugs and added new features (FTS, Upload, Email Blast) to e-commerce site in ASP 3.0 and SQL Server 6.5/7.0.
- Designed paper prototypes for intranet applications and authored in NetObjects Fusion, Fireworks, and Dreamweaver.
- Served as the web content manager for the web site.

Education – Hofstra University, NY

- **Bachelor in Computer Science**, concentration: web / console programming languages & web design; *received 2004*.
- **Minors:** Business Computer Information Systems, Psychology; *received 2004*.

Certifications

- Microsoft Technology Associate (Databases).
- CompTIA i-Net+ Certified.
- Certified Advanced ColdFusion MX Developer.
- 60+ Completed Courses at Lynda.com + Pluralsight

Interests / Other Skills

- Stay in tune with the latest via: blogs, newsletters, tweets, listening to podcasts, and answering questions in forums.
- I speak Spanish fluently.
- Enjoy playing the piano, sketching, blogging and photography (see my blog for more info).

References available upon request.

 **Network**

	My Portfolio	shinylight.com	Work I've done and info about me.
	My Blog	shinylight.blog	I blog about web dev and technology.
	LinkedIn Page	linkedin.com/in/deromero	Contains recommendations from people I've worked with.
	Goodreads	goodreads.com/shinylight	Books that I have read, reviewed, and reading now.
	Twitter	twitter.com/shinylightdev	See my technology Tweets.