

# Alan Leverenz

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## Full Stack Web Developer | Technical Leader

Software technology professional experienced in internet-based systems, digital workflows, client interfaces, middleware scripting, data conversions, and database development. Great organizational, technical, and communication skills, plus a deep desire to learn have brought success as a client services manager for a SaaS/PaaS ad management service, product manager for type design and special effects software, systems integrator applying XSL conversions for business messaging and managed file transfers for advertising assets, and consultant to publishers on color management.

Collaborated with internal and external teams to analyze markets, project plan, and produce results that meet business objectives. Completed a full stack coding bootcamp at Columbia University and have continued studies to expand and deepen knowledge of leading-edge tools, JavaScript libraries, and frameworks. Enjoy discovering, problem-solving, persisting, and meeting users' needs.

## Core Technical Competencies

React, NodeJS, Express, MongoDB, MySQL, HTML5, CSS3, Bootstrap, JavaScript ES6, JQuery, JSON, XML, XSL, FileMaker, Perl, C, AppleScript, Microsoft Excel, Adobe Creative Cloud

## Areas of Expertise

Web Development  
Systems Integration  
Market Analysis

Database Development  
Team Leadership  
Strategic Planning

Product Management  
Consulting Services  
Stakeholder Communications

## Experience

**Adstream**, New York, NY

**2016 – 2019**

### Client Services Manager

Sustained and built ad delivery services for the Americas aligned with strategies for sustaining and developing ad delivery and related advertising workflow services.

- Managed a support services staff that provided technical assistance to clients including advertising agencies, retail companies, brands, and publications.
- Executed annual and monthly agreements for over 500 publishers in the United States. Created FileMaker database for storing contractual agreements, media kits, and contacts.
- Created a database storing US publishers and their properties for developing targeted marketing campaigns and sharing with Salesforce.
- Managed the strategic planning, preparation and release of marketing campaigns for new products optimizing visibility and the marketability of the product.

**Dubsat**, New York, NY

**2007 – 2016**

### VP Print Solutions, Finance (June 2015 – November 2016)

Accountable for sustaining and building ad delivery services for the Americas and assist in Dubsat's worldwide strategies for building and developing ad delivery and related advertising workflow services. Generated client invoices, monthly revenue reports, and annual contracts.

- Designed an internal FileMaker financial database for invoicing, client contracts, sales commissions, and revenue trends for broadcast and print ad services.
- Developed FileMaker databases for agencies and retailers that sent XML instructions to a RESTful API with the company's enterprise site database for sharing job metadata and driving file transfers resulting in automating delivery of ad campaign job tickets and assets.
- Integrated the ad delivery service with third party vendors servicing the advertising industry.

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### **Technical Sales, Software Engineer** (March 2007 – June 2015)

Supported and developed solutions for client workflows and provided technical sales support for the sales and CSR teams.

- Integrated advertiser and publisher systems with the Adsend ad delivery enterprise service.
- Developed FileMaker databases for agencies and retailers to fulfill their ad campaigns. The solutions utilized a Java application managing a RESTful XML API for exchanging messages with an enterprise cloud, utilizing a Saxon XSL engine.
- Worked closely with the sales team in solving client needs, identifying target markets.
- Revised existing automated solutions to adapt to new system infrastructures resulting in improving operational efficiencies significantly.

### **Additional Relevant Experience**

#### **Associated Press, New York, NY**

##### **Ad Management, System Integrations**

Developed middleware solutions for national brand advertisers and retail companies to interface their media buy campaigns with the Associated Press Ad Management service.

- Accountable for providing integration solutions for enabling media buys and asset deliveries for clients using Adsend Ad Management services.
- Integrated advertiser and publisher systems to enable automated ad deliveries with the Adsend service, using Perl scripts and XSL transformations.
- Member of the AdsML Technical Workgroup that created the AdsML Framework for XML-based business messages in the advertising industry.

#### **Technology Marketing**

Served as imaging products manager for the Technology Marketing department. Responsible for maintaining an OEM relationship with ECRM for installing imaging devices for implementing color solutions at newspaper publisher sites.

- Assisted sales in targeting and selling to prospective publishers and publisher groups.
- Applied ICC-based color solutions at numerous publisher sites. Provided Photoshop training for photographers and editors, calibrated imaging devices and set press ink density standards for accurate color reproduction.

#### **Letraset USA, New York, NY**

##### **Software Product Manager**

Product Manager for two Mac-based graphics software products named FontStudio and LetraStudio. Managed 3<sup>rd</sup> party software developers with oversight for Beta programs and technical documentation.

- Scheduled product release milestones.
- Coordinated CD production and supervised creation of user manuals.
- Collaborated with marketing and sales to coordinate product announcements and engaged with industry consultants as product evangelists.
- Attended developer seminars at Apple, Adobe, and Sun Microsystems.
- Planned upgrades and versioning.

### **Education**

**Coding Bootcamp Course for Full Stack Developer**, Columbia University, Trilogy

**Ed.D Candidate**, Teachers College, Columbia University

**Master of Education**, Teachers College, Columbia University

**Master of Music**, Teachers College, Columbia University

**Bachelors of Music**, San Diego State University