

Alan Leverenz

New York, NY 10025 • awleverenz@aol.com • 347-237-0036

Technical Leader | Web Developer

Computer Technology professional with extensive experience internet-based services, serving as a product manager, applications specialist, technical sales support, systems integration, XML technical group developer, database developer, color management consultant, and client services manager. Currently working towards full stack development and SQL Database design. Collaborate with internal and external teams to produce results that meet business objectives.

Core Technical Competencies

HTML, CSS, Bootstrap, JavaScript, JQuery, JSON, Node.js, XML, XSL, FileMaker, Perl, C, SQL, 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 **Client Services Manager**

2016 – 2019

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 Dubsat ad delivery service with third party vendors servicing the advertising industry.

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.

Alan Leverenz

awleverenz@aol.comp

- 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.

Dubsat, Cont.

- Worked closely with the sales team in solving client needs and identifying prospects and 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 3rd party software developers with oversight for Beta programs and technical documentation.

- Scheduled product release milestones.
- Oversaw CD production and printing 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

Ed.D Candidate, Teachers College, Columbia University

Master of Music, Teachers College, Columbia University

Masters of Education, Teachers College, Columbia University

Bachelors of Management, San Diego State University

Community Involvement

Board President, Unity Center of NYC, New York, NY 2015 - 2019

Ensure that the affairs of the church are conducted in a manner that fulfills the core values, mission, vision and goals of the ministry. Implemented the disciplines of execution for raising the effectiveness of board actions and strategies for sustaining and building a thriving ministry.

Community Involvement Cont.

Treasurer, 2014 - 2015

Accountable for fiduciary reporting to the Board and participated in strategies and executive decisions for building a sustainable ministry.

- Designed a comprehensive database for managing bookstore/online inventory and purchases, income, expenditures, cataloging administrative documentation, and producing monthly and annual reports.
- Managed the relationship with a wealth management company for sustaining the center's investment portfolio.
- Presented monthly reports to the board, and the annual report and budget to the membership with recommendations for growth in support of the vision, mission, and core values of the center.

Youth Soccer League Administrator, AYSO West Side Soccer League, New York, NY

1999 – present

Board member, Division Head, Coach Administrator, Advanced Coach Trainer. Nationally certified soccer coach.

- Member of the WSSL Board as the Coach Administrator.
- Administer coach certification courses focused on the psycho-social, physical, technical, and tactical development of youth soccer players.
- Implement the core philosophies within the AYSO vision and mission for coach education and player development.
- Initiated a Playground program for pre-school players focused on activities toward developing physical literacy and fun with a soccer ball.

Additional Information

Pianist, Arranger

Transcribed orchestral pieces by 20th century composers for two pianos, performed at the Austin Piano Festival.

Distance Runner Active member of New York Road Runners Club.