

MIKE NEDER

mikeneder.me



Management Skills

Proficiency in directing and supervising people, projects, resources, budgets, vendors and other business partners. Accomplished at team building, motivation, and mentoring. Setting priorities, assigning the appropriate resources against those priorities, and delivering projects on time and on budget.

Innovative

Taking leading roles in organizational direction. Ability to understand the organizational processes and proactively bring innovative fresh solutions to the table. Ability to grasp a holistic picture of the organization, including the business impact of IT decisions, ROI, dependencies, team member needs and challenges.

Tech Savvy

Years of experience as an engineer. Database design, backend development, frontend development, knowing and owning the code. Founder of a popular tech stack

Business Savvy

In-depth knowledge of the industries served. A foundation in the principles of accounting, supply chain management, marketing, sales and distribution channels, both traditional and online.

Marketing Savvy

Specialized in marketing for certain roles. Masters in Internet Marketing. Ensuring that the message is available across all channels. Expand market share, while not forgetting to meet the needs of the existing customer base.

Who I am — — What I do

I have an impressive mix of Software Development, Technical Management, and Internet Marketing with a wealth of experience in the eCommerce, online advertising, and SaaS. I've helped build start-ups from the ground up, and strive for achievement of rapid pace build-out of software and infrastructure. Whether it be comparison shopping engines, marketplaces, social media platforms, affiliate tracking and ad serving, I've dived into almost everything Internet related since the late 90's.



Keeping up to date with the latest technologies and procedures is paramount to bringing experience and value to the business and my team. Likewise, a proficiency in hiring good talent to assemble or augment a team should not be overlooked. I only look for the best when I build my team and promote from within.



In addition to technical management and team building, I also have been known to specialize in Internet marketing. As you can see from this very media kit, and my website, it was done with a certain marketing eloquence. The user experience is not something you'd typically find on a personal website, and this media kit tells a similar tale



SKILLS —



Technical Management

I have efficiently managed projects, produced quality results, scalability, and fast turn around. Team building and mentoring.



Software Development

I started my career as a Java developer, in the late 90's, became interested in JavaScript in 2013, and recently have founded KRAPstack.io which is Koa.js, React, Apollo, and PostgreSQL.



Email Marketing

I have managed campaigns and gained experience with segmentation tactics, open rate and click rate testing, auto responders based on specific user interaction, delivery rates, etc.



Database Design

I have designed high transaction volume systems such as ad serving platforms, affiliate tracking systems, CRMs, social media sites, etc.



Conversion Rate Optimization

I have improved UX and user flow through landing pages and sales funnels in order to optimize conversations via multivariate, A/B testing, A/A testing, etc.



Web Security

I am steadfast toward implementing website, server, and network security to keep the business safe from those who would do us harm.