SHAWN SHRADER

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Skills

Technology: HTML5 (HAML, YAML, XML), CSS (Sass, Bootstrap), JavaScript (jQuery, D3.js, AJAX, AngularJS), PHP, SQL (PostgreSQL, MySQL, SQLite3), WordPress, Git (GitHub) and Ruby on Rails.
Ad Technology: DFP, DFP API w/Ruby and PHP, Celtra Rich Media, Fat Tail, Innovid, SQL, and Operative.
Tools: Jira, Fiddler, Firebug, Firefox and Chrome Developer Tools, SublimeText3, DFP, SQLite Browser, MySQL Server, Visual Studio, Heroku, Stripe API and Photoshop.

Experience

Meredith Digital – Product Manager, Jr - Seattle, Washington
May 2015 – Current

- **Manage Ad Network of 40+ sites**. This includes Allrecipes, Better Homes and Gardens, Martha Stewart Living and more.
- **DoubleClick experience.** Write tools as PHP web pages and cli commands to automate the creation, update and archival of ad units, placements and many other inventory related tasks.
- **Develop engaging websites.** Developed HTML and CSS based websites for Allrecipes Brand Ambassador Program, Allrecipes Career Pages and internal documentation of department processes and procedures.
- **Rich Media Creator.** Design and develop rich media from Celtra and Yieldmo.

Allrecipes.com – Technical Support Lead - Seattle, Washington
January 2012 – Current

- **Proven troubleshooting skills**. Uses browser developer tools, Fiddler and manual testing to systematically duplicate, track and report all website, mobile application, internal application and ad-related problems for Allrecipes.com. Solves problems where applicable and presents bugs biweekly to Product team.
- **Writes effective, concise bug reports.** Uses Jira to communicate website, mobile app and internal application errors to Dev, IT, Ad, Ops and QA teams while using best practices for bug writing guidelines.
- **Develop engaging websites.** Developed HTML and CSS based websites for Allrecipes Brand Ambassador Program, Allrecipes Career Pages and internal documentation of department processes and procedures.
- **Technical FAQ writer.** Responsible for creation of new FAQ pages and maintenance of existing FAQ pages for the Allrecipes.com Customer Support links. Writes best practices and team wiki. Developed WordPress and Google Sites to connect customers to careers, brand marketing explorations and FAQ pages.
- **Research new technology.** Researched Tableau, Zendesk, WordPress, Stripe, Intercom, Pathwright, Vindicia and many more for potential implementation. Explored email segmentation queries using Allrecipes data.
- **Project Manager for migration.** Migrated our team workflow from Outlook to Gmail, then from Gmail to Outlook a few years later. Includes conversion of individual and team processes. Converted documents from Google Drive to Outlook based notes.
- **Team Leadership and Training.** Actively enjoy helping people solve problems and learn more about the Allrecipes systems and tools.

Education

Franklin University, Columbus, Ohio
3.7 GPA; Graduated May 2015
B.S. of Web Development - Ruby on Rails and JavaScript focus

Certificate: CompTIA

A+ Certification - September 1999