

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), Python and Ruby on Rails.

Tools: Jira, Fiddler, Firebug, Firefox and Chrome Developer Tools, SQLite Browser, MySQL Server, Visual Studio, Heroku, Stripe API and Photoshop.

Ad Technology: DFP, DFP API w/Ruby and PHP, Celtra Rich Media, Fat Tail, Innovid, SQL, and Operative.

Experience

Meredith Digital – Product Manager, Jr - Seattle, Washington

May 2015 – November 2017

- **Develop engaging websites.** Developed dynamic HTML/JS site for displaying ad demos.
- **Manage Ad Network of 40+ sites.** Addressed any ad-related concerns for properties such as Allrecipes, Better Homes and Gardens, Martha Stewart Living and more.
- **DFP 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.
- **Revenue research.** Resolve ad revenue related concerns for clients and staff.
- **Rich Media Creator.** Design and develop rich media from tools such as Celtra and Yieldmo.

Allrecipes.com – Technical Support Lead - Seattle, Washington

January 2012 – May 2015

- **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.

Education

Franklin University, Columbus, Ohio

3.7 GPA; Graduated May 2015

B.S. of Web Development - Application Development focus - Ruby on Rails and JavaScript

Certificate: CompTIA

A+ Certification - September 1999 - Career ID COMP10192356