Adam Glasser

Fullstack Developer, Solutions Architect, and Problem Solver

420 Clayton Road,
Silverthorne, CO, 80498
(301) 807-6590

EXPERIENCE

Lead Solutions Architect — *PFL*   (August 2018 - PRESENT)

Responsible for application architecture, solution development, UI/UX design, pre-sales technical support, customer onboarding, custom integrations, reporting/analysis, and implementation consulting. Architected and delivered automated solutions to integrate disparate platforms/data sources with PFL technologies to meet customer needs within tight timelines.

- Technically architected/developed and visually designed a typescript/node application using a custom Graph QL API which enables PFL clients to securely login using Firebase Magic Link authorization, construct custom emails, forms, and personalize direct mail pieces using custom designed WYSIWYG interfaces and launch "Hybrid Experiences" hosted in a Next JS application which enables order completion through the PFL Generic API. The application and API are both hosted and managed through Microsoft's Azure Cloud.

- Created an automated process to match customer prospects from a third party data source against a NoSQL database and provide data on the direct mail offers they received. Analyzed results through Tableau and provided recommendations for additional optimization/targeting.

- Architected a number of solutions designed to drive customer prospects to PFL hosted microsites built with React/Node and deployed to Azure hosted serverless web apps to collect preferred address data and report on conversions.

- Constructed a templating solution to pick up on unique parameters in a referral URL and dynamically render fully customer branded web pages/emails server side to provide highly personalized individual experiences to customer prospects.

- Guide customers in the integration, implementation, and reporting with PFL's Marketo, Salesforce, and Oracle Eloqua native integrations.

Customer Care Specialist — *Marketo*   (Aug 2017 - July 2018)

- Drove increased customer satisfaction/retention across the largest customer segment.

- Developed and implemented a program to provide technical support

BIO

Adam Glasser is a Lead Solutions Architect at PFL, the leader in Tactile Marketing Automation. He enjoys solving complex business problems through automation and is passionate about learning new technologies.

Adam graduated from the University of Denver where he developed an interest in technology, and data driven storytelling. He currently resides in Summit County, CO where he works to deliver engaging multi-channel experiences.

SKILLS

Marketo Certified Expert
Salesforce CRM
Oracle Eloqua
Transact SQL
Azure Logic Apps
Azure Functions
Azure Data Factory
React JS
Node JS
Bootstrap/React Bootstrap
Tableau
Power BI
Chart JS
JIRA
Git

for customers who experience significant internal turnover.

EDUCATION

University of Denver, CO — *BA* (2013 - 2017)

BA in journalism with a minor in anthropology. Concentration in digital media.