



## ADAM ZUCKERBERG, MBA/MMH – Ruby on Rails Developer

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### SUMMARY

Back-end (full-stack) developer with start-up experience looking for Ruby on Rails developer position in SF, the East Bay, or the west side of Los Angeles (Santa Monica, Culver City, or Venice).

Ruby on Rails, PHP, MySQL, SQL, Javascript, jQuery, AngularJS, Bootstrap, SaSS, AJAX, Git, GitHub (www.GoodEnoughToFork.com), HTML5, CSS3, JSON....extensive experience with database management and analytics - proficient in writing SQL and using MySQL (former Senior Financial Analyst & Series 7) with large data sets and also MS Access.

### OTHER SKILLS & EXPERIENCE

Start-up experience (co-founder), PPC advertising (Google & Facebook Ads) campaign management, advanced Excel/Access analytics and financial analysis (former Series 7 with experience as a proprietary trader NYSE) and experience working with financial products and services, landing page design, InfusionSoft and other CRM systems, and POS systems.

Currently working on Ruby on Rails projects, learning NoSQL databases, Coffeescript, API stuff and my dance moves.

### WEB DEVELOPMENT PROJECTS

#### [SpaGroups.com](#) (developer/co-founder)

founded in 2010

SpaGroups was an OTA (online travel agency) connecting spa-goers with other travelers for group discounts at the world's best all-inclusive spas and resorts. Product visionary and (originally) non-technical co-founder – learned front and back-end web development to complete the project as technical founder.

#### [Ratestuf.org](#) (developer/founder)

I created this project to work heavily with databases. I forked this project into two live websites – Ratestuf.org and Ratestuf.com – one allows for user-defined x and y axis and sharing an HTML5 image to Facebook – the other is just for rating businesses on price and value. RateStuf™ is an online review website that adds a second dimension to traditional star-rating systems and allows users to login and share images on Facebook. Users work together to create a dynamic, two-dimensional real-time brand map to help other consumers discover the best-value brands and make better purchase decisions. User ratings are aggregated to display a calculated star and dollar rating based on users' holistic experience of a given brand rather than of any particular product.

From a technical perspective, RateStuf is a data-based web application built with Bootstrap, HTML canvas, JavaScript and jQuery, MySQL, HTML5, CSS3 and PHP – lots of jQuery with draggable, touched-based UI using Bootstrap to make it effective on both web and mobile with a single base code.

### FORMER PROFESSIONAL EXPERIENCE

#### **Senior Financial Analyst – Revenue Management**

01/2008-05/2010

*Canyon Ranch Destination Resorts – Corporate Offices, Tucson AZ*

- Developed custom analytics reports for the CEO of Canyon Ranch as part of the corporate revenue management team
- Oversaw over \$200 million in annual sales revenues from Canyon Ranch's multiple luxury spa properties including the spa at the Venetian in Las Vegas, the Queen Mary II, and the Tucson and Arizona resort properties.

### EDUCATION

**CORNELL UNIVERSITY**, School of Hotel Administration, NY

Master of Management in Hospitality (MMH), June 2006

**UNIVERSITY OF CALIFORNIA**, Santa Cruz, CA

Bachelor of Arts in Philosophy, June 1998

### OTHER INTERESTS:

Mountain biking, yoga, travel, mindfulness practices and Zen.