

ALEK GRINBERG

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SKILLS & TOOLS

Technical skills: *Proficient:* Ruby, Ruby on Rails, JavaScript, JQuery, HTML5, CSS, Sinatra, SQL, PostgreSQL, MySQL, Git, Bootstrap, RSpec, Capybara, Selenium, Redis, Ruby-JMeter, APIs. *Familiar:* Python, Angular, MongoDB, AWS

Marketing Software: Google Analytics, MixPanel, Optimizely, Unbounce, MailChimp, Mandrill, SendGrid, Hootsuite, Interspire, Google Adwords, MOZ, Etc.

PROJECTS

Chrome Extension: Alerts users of jobs at targeted sites. *Tech:* Ruby on Rails, PostgreSQL, JS, JQuery, Google APIs

Breakable Toy: Really.herokuapp.com – Connects “For-Sale-By-Owner Sellers” with real estate agents, if they are unavailable at the time. *Tech:* Ruby on Rails, PostgreSQL, Bootstrap, HTML5, CSS, JQuery, RSpec, Capybara

Project: boston-neighborhoods.herokuapp.com – A neighborhood review website. *Tech:* Ruby on Rails, PostgreSQL, RSpec, Capybara, JS, JQuery.

PROFESSIONAL EXPERIENCE

Jr. Rails Developer (Consultant), MyStylit.com, New York, NY 09/2014 – 01/2015
Tech: Ruby on Rails, JavaScript, HTML/CSS, SQL, PostgreSQL, Redis, RSpec, Capybara, Selenium, Mandrill, Ruby-JMeter

- Implemented several development and marketing initiatives to increase user engagement and revenue by current state of engagement, data mining and addressing problems through development of new features and messaging
- Established foundation and developed comprehensive unit, integration and load testing suites for mature web app
- Performed testing to find vulnerabilities and address them with bug fixes and requesting additional resources
- Designed and developed email program with multiple email templates and triggers

Full-stack Development Apprentice, Launch Academy, Boston, MA 05/2014 – 08/2014

- Developed various Ruby web applications with TDD using Rails, Sinatra, SQL, PostgreSQL, HTML, CSS, Bootstrap
- Used practices – Database Design, Pair Programming, Version Control (Git & Mercurial)

Co-Founder, SimpleTexting.com / Rise Above Marketing, New York, NY 05/2008 – 05/2014
Tech: HTML, CSS, SQL, PostgreSQL, Balsamiq, MailChimp, Interspire, Google Analytics, Mixpanel

- Founded ad-tech company and grew it to \$3 million in revenue through sales and marketing program management
- Gathered technical requirements from clients and translated them into project plans and solutions
- Designed dynamic email retargeting programs through data clustering and trigger emails
- Managed product, media buys and led growth to 50,000+ users including designing overall UX for website/landing pages and organizing marketing programs
- Established/monitored performance goals and KPIs, managed implementation of analytics tools, evaluated campaign performance via analytics and testing methodologies (e.g. A/B, multivariate testing)
- Led and managed creative/marketing/tech teams to execute projects
- Managed marketing initiatives for SimpleTexting: Email Marketing, PPC, SEM, SEO, Blog Outreach

Business Development Manager, AffiliateNetwork.com, New York, NY 12/2005-05/2008

- Managed publisher sales team resulting in 300% growth in ad network revenue to \$15 million annual revenue
- Worked closely with design and technology teams to develop and launch multiple websites and lead generation campaigns.
- Launched/managed PPC campaigns, generating 1000s of leads per month within CPA targets

Marketing and Sales, Oxeo Managed Hosting, Brooklyn, NY 02/2002-12/2005

- Bootstrapped company revenues to \$1+ million through marketing and sales while attending college full-time
- Built affiliate network with community influencers, that resulted in ~30% of leads

EDUCATION

NYU-SCPS – Various Technology Electives, 2013-2014

BBA, Computer Baruch College, City University of New York, August, 1999 - December, 2004