

Alexander W. Daniel

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Work Experience

Findum Inc.

Chapel Hill, NC

Founding Developer

2012-present

- Engineered Ruby on Rails and AngularJS web application deployed on Heroku's cloud PaaS.
- Founded Delaware based C Corporation and assisted in developing revenue model based on locally targeted advertising and inventory management software.
- Designed responsive user interface to search and explore local businesses and inventory ensuring cross-browser compatibility across various devices and platforms.
- Created iOS application utilizing CoreLocation framework to provide location updates for mobile users.
- Developed web service using XML and JSON data to integrate with QuickBooks Inventory software.

ReverbNation, eMinor Inc.

Durham, NC

Web Developer

May 2013-December 2014

- Gained industry experience developing a Ruby on Rails web application supporting over 3 million artists, industry promoters, musicians, and labels.
- Worked with persistent and non-persistent back-end stores (MySQL, Redis) to create background jobs supporting in-house email infrastructure and image processing with ImageMagick.
- Constructed Facebook plugin using AngularJS to implement ReverbNation's annual Hard Rock Rising global artist competition.
- Assisted in expansion of the AdWerx ad platform, offering real estate agents both personal and listing promotion services using location specific retargeting advertising.
- Refactored legacy code base using service objects to encapsulate functionality and aid in code reuse.
- Devised retargeting as a service advertising platform leveraging existing infrastructure to integrate with third-parties to provide simple payment and ad creation services.
- Created JSON api to integrate with ReverbNation partners responsible for video processing and music licensing for the #1TakeCovers video contest.
- Maintained the industry promoter platform designed to facilitate music curation and artist discovery.
- Assisted in company wide effort to redesign the main site's user interface using the ZURB Foundation framework.
- Coordinated weekly site deployments with over 40 developers, DevOps engineers, and QA personnel.

Education

Duke University

Durham, NC

Bachelor of Science in Computer Science; Minor in Finance

May 2013

Relevant Coursework

Wireless Networking and Mobile Computing

Spring 2013

- Reviewed and presented academic articles focusing on wireless MAC, localization privacy, energy usage on mobile devices, wireless issues with TCP, and ad hoc routing.
- Developed an iOS application designed to correlate realtime video of user motion with accelerometer data for identification using the CoreMotion framework and backend server processing in C++.

Computer Networks

Fall 2013

- Created multiuser instant messenger application with both client-server and P2P architectures using TCP socket programming in C++.

Skills

Languages: Ruby, JavaScript, Swift, Objective-C, C/C++, HTML/CSS.

Databases: MySQL, PostgreSQL, SQLite, Redis

Testing/Automation: RSpec, MiniTest, Capybara, Protractor