

Amitay Soffer

Full Stack Web Developer / Solution Engineer

I spent the last several years working in the ad-tech industry, successfully managing and implementing various products whilst extensively using Javascript, HTML and CSS. I am passionate about constructing complex applications using React and Node.js. I am always looking for new ways to deliver more polished projects, to be more efficient and to find ways to write more elegant code.

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WORK EXPERIENCE

Solution Engineer

Taboola

11/2018 - 08/2020

London, UK

Taboola is the world's leading discovery & native advertising platform that helps people explore what's interesting and new.

Achievements/Tasks

- Oversaw the technical integrations of web and SDK code with high profile online publishers from pre-sales stages to launch.
- Acted as the main authority in sales meetings for all product and technology-related topics.
- Providing full POC and ongoing support for customers.
- Developed external products tailored for client's demands with our various stacks. Mainly React, JS, HTML, and CSS.

Implementation Developer

Taboola

04/2017 - 11/2018

Tel Aviv, Israel

Achievements/Tasks

- Worked exclusively with vanilla Javascript, HTML and CSS to find creative solutions for top tier clients.
- Setup, develop, configure and test all technical assets according to product demands.

Project Manager

Israel Airports Authority - IAA

01/2015 - 02/2017

Tel Aviv, Israel

Working in the technology and Intelligence department of Israel Airports Authority.

Achievements/Tasks

- Working exponentially with CCTV technology- video surveillance systems, cameras and video analytics solution projects.
- Executing systems analyses and processing analyses.

EDUCATION

Software Development Mastermind Program

Web development mentorship program

08/2020 - Present

Behavioural Sciences, Bachelor's degree

The Academic College of Tel-Aviv

10/2013 - 12/2016

Tel Aviv, Israel

SKILLS

React

Javascript

HTML

CSS

SQL

Postgres

Node.js

Express

Bootstrap

Jest

Git

Salesforce

Public Speaking

PERSONAL PROJECTS

Stocks Trading app

- A web application that utilizes the IEX Cloud API to retrieve stock data and simulate a stock trading application. It was developed using React JS, Node.js, PostgreSQL and styled with Bootstrap.
- GitHub: <https://github.com/amitaysoffer/stock-trading-app>
- Heroku: <https://trading-stocks-amitai.herokuapp.com/>

Twitter Showcase App

- A full-stack web app to view data from the Twitter API. The back end server is built in Express and Node.js and the front end client is built in React JS.
- GitHub: <https://github.com/amitaysoffer/twitter-showcase>
- Heroku: <https://as-twitter-showcase.herokuapp.com/>

Snake Game

- A new version of the classic Snake game with new features, sounds and LS setup. Built with vanilla JS, HTML and CSS.
- GitHub: <https://github.com/amitaysoffer/snake-game>
- Heroku: <https://amitaysoffer.github.io/snake-game/>

LANGUAGES

Hebrew

Native or Bilingual Proficiency

French

Limited Working Proficiency

English

Full Professional Proficiency

INTERESTS

Football

Sport

Technology

Traveling