

BARTON CONSEDINE

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EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business

New York, NY

Master of Business Administration, Technology MBA Program

May 2023

Specializations in Management and Technical Operations

- Cohort Social Chair, Management Consulting Association, Community Service at Stern, Entrepreneurship & Startup Association, Private Equity and Venture Capital Club, Stern Investment Management & Research, Stern Rugby Club, Stern Student Government, Stern Technology Association, The Adam Smith Society
- Executive Assessment: Overall Score - 159 (93rd percentile)

UNIVERSITY OF OKLAHOMA

Norman, OK

Bachelor of Arts in Human Relations

August 2008

- President, Sigma Phi Epsilon (180-members): awarded President's Trophy for greatest achievements in academics (fraternity achieved highest academic performance in 10 years), campus activities, volunteerism, and community experience

EXPERIENCE

MAGNITE INC.

New York, NY

Software Developer

2021 - 2022

- Led code development for user interface, contributing 10X more code in first two months than predecessor due to strong coding competency; expedited critical product release updates by several weeks
- Trained and managed software developer to full competency in system architecture of Ruby on Rails, coding practices of AngularJS, advertising technology and product use cases of user interface of video ad server web application

PARSEC MEDIA (Advertising Technology Company)

New York, NY

Product Engineer

2020 - 2021

- Built full stack web application to serve as self-service platform for Connected TV media inventory, expanding team's product offerings to include direct-to-consumer business for first time and adding additional revenue streams
- Implemented custom reporting and dashboards for account services team to assist with ongoing client relationships and measurement of KPIs

SOCIALFLY (Digital Advertising Agency)

New York, NY

Director of Paid Media

2019 - 2020

- Increased Paid Media team's monthly billings from \$20K to \$50K a month by growing multiple performance marketing campaigns on social channels, making managed team most profitable at company for 2020
- Grew performance advertising campaigns for Socialfly's largest client, Alex and Ani, from \$100K / month in revenue to \$400K / month in the first 3 months of managing media while maintaining return on advertising spend goals.

QUIBIDS.COM (Discount Auction Website)

Oklahoma City, OK

Chief Marketing Officer

2009 - 2012

- Launched dozens of advertising campaigns, culminating in daily spends averaging \$150K while achieving positive ROI
- Scaled marketing campaigns to make QuiBids unmatched industry leader of discount auction websites, generating \$220M in annual revenue while leading expansion of media operations to Canada, UK, and Australia

ADDITIONAL INFORMATION

- Software (professional experience): Ruby on Rails, ReactJS, Angular, Javascript, Ruby, HTML and CSS
- Software (non-professional experience): Python, Swift, Objective C++
- Certifications: Software Engineering Immersive Program Completion, General Assembly, 2019
- Community Leadership: Chapter Advisor and Board Member, Sigma Phi Epsilon Alumni Board of Directors, 2012-2016
- Interests: Music (self-taught guitarist and pianist; favorite band is the Avett Brothers); Snowboarding (lived in Colorado for three years and earned avalanche safety training certification)
- Favorite karaoke song: *Friends in Low Places* by Garth Brooks