

Peter Vijeh

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BACKGROUND SUMMARY

- Front end competencies: HTML5, CSS3, Sass, JavaScript, React.js, jQuery, AJAX, responsive web design, cross browser testing, Bootstrap
- Back end competencies: PHP, MySQL, LAMP Stack, Wordpress, REST API
- Development tools: Yeoman, Bower, Gulp.js, Linux command line, Git
- Related skills: SEO, web design, PPC advertising (AdWords, Facebook), digital marketing, Google Analytics, Google Webmaster Tools
- Experience working directly with C-level executives of public and venture backed technology companies and members of the private equity community

RECENT PROJECTS

- Website design and development - <http://www.serialmetrics.com>
- Sortable table built with React.js - <https://github.com/pvijeh/sortable-table-react.js>
- Neighborhoods comparison Single Page Application (SPA) - <http://www.movingtonewyorkguide.com/NabeGrid/>
- "What type of thing are you" quiz using JavaScript - <http://www.movingtonewyorkguide.com/quiz/what-nyc-neighborhood/WhatTypeQuiz/intro.html>

PROFESSIONAL EXPERIENCE

February 2015 – present

Serial Metrics San Francisco, CA

Contract Web Developer & Digital Marketing Consulting

- Serial Metrics is a machine learning consultancy which has developed a cutting edge data science SaaS tool
- Designed and developed serialmetrics.com website
- Helped formulate lead acquisition strategy and developed landing pages for machine learning SaaS tool

January, 2013 – present

socialyeti.com, New York, NY

Co-Founder

- Social Yeti is a website dedicated to helping people find and book reservations at New York City nightclubs and lounges
- Grew site traffic to +24,000 monthly organic visitors and 4,000+ email subscribers through SEO efforts
- Designed and coded website front end using HTML5, CSS3, jQuery, JavaScript
- Designed and developed custom Wordpress theme, shortcodes and plug-ins utilizing PHP, and MySQL
- Monetized through partnership with leading nightlife start-up: Tablelist.com

March, 2013 – present

movingtonewyorkguide.com New York, NY

Founder

- Movingtonewyorkguide.com is an online resource for people who are relocating to New York City
- Grew site traffic to +19,000 monthly visitors through SEO and social media
- Established affiliate partnership with prominent venture backed start-up in relocation space, Unpakt.com
- Designed and developed custom Wordpress theme, plug-ins and shortcodes using HTML5, CSS3, jQuery, JavaScript, PHP and MySQL
- Built stand alone web applications using HTML, CSS, JavaScript, AJAX, jQuery, PHP and MySQL as well as third party APIs

June 2011 – January, 2013

Consulting and Entrepreneurial Projects, New York, NY

Consulting and Entrepreneurial Projects

- Worked in a consultant capacity for a number of businesses in the New York City Area
- New Release, LLC - Financial model development consulting
- Macris Industries - Finance and business development consulting

August 2007 – June 2011

AGC Partners, Menlo Park, CA

Technology Investment Banking Associate

- Primarily focused on execution of mergers and acquisitions in the technology domain with an emphasis on software, Internet and digital media
- Managed client communications, due diligence, preparation of marketing materials, and review of financial and legal documentation
- Utilized valuation techniques including discounted cash flow, accretion / dilution, comparable company & transaction, and leveraged buy-out analyses
- Oversaw team of two analysts in a project management role, responsible for setting and achieving project milestones
- Promoted from analyst May 2010
- Completed 13 transitions including M&A deals, equity & debt financing and buyouts

EDUCATION

April, 2007

College of Arts and Sciences, Boston University, Boston, MA

Bachelor of Arts in Economics

- Notable coursework: Mathematical Economics (master's level), Financial Economics (master's level), Econometrics, Game Theory, Computer Science
- Member Division I Nationally Ranked Men's Rowing Team