

Rowan Cannaday

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<https://github.com/cannadayr>

Summary

Developer with experience in networking, public key infrastructure, email, behavior & analytics

Proficient Technical Experience

Programming Languages **PHP, Bash, SQL & Javascript**

Applications & Services **Apache2, MariaDB, Postfix, Bind9, OpenVPN, & Varnish**

Operating Systems **Debian & FreeBSD**

Experience

Developer, Service Direct - Austin TX Oct 2015 - June 2018

Network Infrastructure & Analytics

Major Projects

- Migrated & Managed Hosts Between Providers
 - Migration prevented an \$1800/month increase in hosting costs
 - System provisioning, DNS management, SQL replication, & reproducible playbooks
- Caching Rewrite
 - Page load times decreased from ~5s to ~2s across all of our static sites
 - Server load dropped drastically (~40%)
- Improved and administered MTA
 - improved deliverability, over 10x fewer deferred emails
 - Live email inspection and header rewriting
 - Relay topologies with external MTA's
 - SPF, DKIM, & DMARC DNS records
- Offline Conversions
 - Matched site visit events with phone calls based on event timings
 - Matched 8% of our total valid leads per day with strict tolerances
- Search Engine Marketing
 - Daily suggestion engine analyzed campaign spend & margins over varying time slices
 - Scoped keyword negatives across Bing & Adwords

Awards

- “Assembles the Nuts & Bolts” 2017
- Inc. 5000
 - 2016 (#1852)
 - 2017 (#1933)

Assistant Teacher, Austin Coding Academy - Austin TX April 2015 - Sep 2015

- Intro to Back End Programming

Advertising Operations, Prodege LLC - El Segundo CA Oct 2013 - Feb 2015

- Scheduling and implementing advertising campaigns

Technical Support, SKM System Analysis Inc. - Redondo Beach, CA Feb 2013 - August 2013

- Short circuit, arc flash, and load flow studies
- Protective device coordination, electric machine starting simulations, and equipment modeling

Electrical Engineer, Tony Demaria Electric - Wilmington, CA Oct 2010 - Feb 2013

- Electrical deficiency, installation practices (CEC, NEC, and NFPA), thermographic and risk analysis reporting
- Microprocessor, electromechanical, and solid state relay testing
- Preventative maintenance and turn-arounds

Projects

git-sqlite A custom diff and merge driver for sqlite
<https://github.com/cannadayr/git-sqlite>

Education

University of California Irvine **BS, Electrical Engineering** 2005-2010

- Dean's List of Distinguished Students 2007
- Scholar Athlete 2007