Cassidy Pignatello

FULLSTACK DEVELOPER

PERSONAL DETAILS

Nationality
American

Address
Tiong Paragon Residence
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CONTACT

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PROFESSIONAL EXPERIENCE

Web Developer
FREELANCE   June 2018 – present
- Creates dynamic web apps primarily using React, Node.js, and JavaScript.
- Builds rich front-ends with HTML5 / CSS3, Sass, Flexbox, and CSS Grid.
- Writes test for components using Jest and Enzyme.
- Comfortable with Webpack configuration, ES6+, AWS, and Firebase.
- Deep understanding of advanced patterns and writing reusable, higher-order components.

Team Leader
MANYPIXELS   January 2019 - January 2020
- Managed a team of 15 graphic designers, illustrators, and UI designers for a design services platform.
- Routed client requests to team members and oversaw project management.
- Responsible for account management and was the main POC for clients.

Front End Software Engineer
YAHOO   December 2014 - June 2018
- Built premium rich media ads for all devices using HTML, CSS, JavaScript, and ActionScript.
- Developed templates for new advertising formats and translated designs into code.
- Tested proprietary advertising platforms and templates, reported issues into JIRA.
- Worked with other engineers to standardize best practices and specifications for development.

Senior Campaign Manager
HEARST DIGITAL MEDIA   December 2013 - May 2014
- Performed post-sale campaign management and optimization of 20 key accounts.
- Worked closely with project managers during creative consultation and QA of custom ad solutions.
- Main POC for advanced troubleshooting and technical expertise within the ad ops team.
- Participated in daily standup meetings.

Campaign Manager
LINKEDIN   March 2012 - December 2013
- Managed revenue delivery of $3MM/quarter, utilizing targeted first-party data and off-site retargeting.
- Provided QA testing of creative, optimizations, inventory forecasting, and up-sell recommendations.
- Used WordPress to customize sponsored InMails for clients.
- Served as Ad Performance SME, investigating system issues for troubleshooting.
- Implemented best practices for onboarding third-party vendors, data collection, and emerging ad tech.

The Wall Street Journal
SENIOR AD OPS QA SUPERVISOR AND PROJECT MANAGER   October 2010 - March 2012
- Responsible for implementation and testing of ad placements on WSJ Digital Network websites.
- Met with Engineering team regularly to establish milestones for product launches.
- Ensured incoming ad creative met specification standards.
- Provided support to Trafficking, Yield, and Product teams.

Operations Coordinator, Demand Services
ADMELD (ACQUIRED BY GOOGLE - 6/11)   November 2009 - September 2010
- Performed trafficking and campaign optimization for all demand-side partners.
- Purchased remnant inventory across premium publishers, served 200MM+ impressions per month.
- Managed 3-person outsourced ad ops team.
- Established relationships with various third-party data providers, DSPs, and ad networks / exchanges.

EDUCATION

Bachelor of Arts, Audio / Radio
HOFSTRA UNIVERSITY   September 2001 - May 2005

AWARDS AND ACHIEVEMENTS

- 2005 Outstanding Senior Award
- 2005 WRHU Leadership Award
- GPA: 3.6, Cum Laude
- Dean's List, all semesters