

# David Sergio

[see provided email] — [see attached phone] — <https://www.linkedin.com/in/davidsergio/>

## Profile

- **Professional:** 10+ years of professional experience in marketing technology (MarTech) and website analytics design and implementation. 5+ years of experience in full stack web development, working directly in architecture of massive data collection solutions. Expert in the Adobe Experience and Google Analytics stacks, and in customer data platforms (e.g. Tealium Eventstream), and mobile app analytics.
  - **Academic:** Graduate student, researcher and university-level instructor. Research in computer science, physics, and astronomy, emphasizing deep learning for astronomical datasets, GPU computing, cloud computing, software engineering, information security, data science, and scientific applications of big data and deep learning.
  - **Motivated Worker:** Creative, collaborative, passionate people-person, consultant, team member, educator, researcher, and mentor.
  - **Athlete:** 10+ years of traditional rock climbing and mountaineering experience, including several first ascents and new route development in the Pacific Northwest.
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## Education

M.S., Computer Science, Eastern Washington University Expected Graduation 2026

- GPA: 3.95 (4.00 scale)
- Recipient of the Graduate Service Appointments (GSA) Scholarship, awarded on a competitive basis to students of outstanding promise, includes tuition, teaching assistant (TA) employment in the graduate school, working directly with faculty and students. TA work includes analysis of student work, writing JUnit tests for automation, grading, helping students, scheduling, and other tasks for courses including algorithms, data structures, and senior capstone.
- Coursework includes big data analytics (Spark, Python), machine learning (Python), deep learning (PyTorch), GPU computing (C/CUDA), advanced algorithms (Java), flight simulation (Unity, C#), and research methods.
- Independent research projects include GPGPU data structures, astronomical sky surveys analysis using distributed computing (Apache Spark, Hadoop), astronomical deep learning (PyTorch). Thesis work in astronomical deep learning.

B.S., Computer Science, *Summa Cum Laude*, Eastern Washington University 2020

- GPA: 3.93 (4.00 scale)
- Computer Science Outstanding Students Award.
- Java OOP, parallel and cloud computing, networking, C++ generics, OS programming in C, .NET Design, Visual Studio development, Azure DevOps.

- Software Engineering: agile project management, kanban, requirements gathering, dependency management.
- Web Development: ASP.NET Core, Java Springboot, Node.js, Typescript, VueJS, ReactJS, JavaScript, jQuery, HTML/CSS, PHP, Bootstrap, REST API: Java (AWS), C# (ASP.NET Core and Azure), and PHP, Postman and related tools.
- Mobile Development: Android Lifecycle, Canvas, Fragments, External Libraries, API integration.
- Database and Analytics: MySQL, DynamoDB, NoSQL, Hadoop Map Reduce, classification, cluster analysis using R, RapidMiner, and Java.
- Security: Authorization, file encryption, buffer overrun, penetration testing, cryptography.
- Scripting, regex, networking, Linux, version control (e.g. git and Github).

B.S., Physics, **Western Washington University**

2009

- Senior project building a Mössbauer spectrometer calibrator.
- Minored in astronomy. Studied experimental physics, electronics instrumentation, thermodynamics, quantum mechanics, optics, astronomy, mathematical physics, solid state physics.

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## Professional Experience

Graduate Student Instructor, **Eastern Washington University**    September 2025 - Present

- Teaching Computer Science - Programming Principles II (CSCD211), a university-level computer science course in Java object-oriented programming (OOP).
- Coursework includes composition, recursion, data abstraction, polymorphism, inheritance, interfaces, inner classes, abstract classes, object cloning, array lists, linked lists, and exception handling.

Teaching Assistant (TA), **Eastern Washington University**    September 2024 - June 2025

- Graduate Service Appointments (GSA) for graduate students of outstanding promise.
- Analysis of student work, writing JUnit tests for grading, helping students, scheduling, and other tasks.
- Courses include algorithms (CSCD320), data structures (CSCD300), and senior project/capstone (CSCD 488/490).

Analytics Implementation Consultant, **Truplay Games**

August 2023 - August 2024

- Server-side and client-side Google Tag Manager (GTM) design, testing, report building, and implementation, GA4 data analysis, and integrations with third parties for augmented analytics and MarTech solutions.

Senior Consultant, **BlastX**

January 2021 - November 2023

- Tealium IQ, Eventstream, Tealium iOS and Android SDK design, documentation, and implementation.
- Google Tag Manager (GTM) and Google Analytics (GA), GA4, GA Enhanced Ecommerce.
- Adobe Analytics (Adobe Certified Expert – Adobe Analytics Developer), Adobe Launch, mobile app analytics.
- Effective problem solver and prioritized strong relationships with clients, and a deep understanding of business and technology needs.

Senior Digital Analyst, **Code and Theory**

January 2018 - April 2019

- Google Analytics design, implementation, testing for websites and mobile apps.
- Define, develop, maintain, and improve processes which are critical for successful deployments.
- Expert-level Google Analytics, Adobe Analytics design, including data layer design, technical implementation (TMS), migration, testing (including automated testing), reporting, integrations, and dashboarding.

Solutions Engineer, **Merkle**

August 2013 - December 2017

- Originally worked for the startup **Pointmarc** which was acquired by **Merkle** in 2015.
- Website and mobile app analytics solutions using web development techniques and processes.
- Digital marketing solutions for large industry-leading companies in healthcare, travel, software, and others.
- Consistently received either a “strong” or “exceptional” performance rating on all annual performance reviews. Consistently performed at a high level relative to my peers and to the industry, and a highly sought-after consultant and analyst.

Web Developer / Information Technology, **VitaminLife.com**

2011 - August 2013

- E-Commerce web development with CMS, MySQL, PHP, JavaScript, HTML/CSS.
- Created processes and tools to manage inventory, e-commerce shipping, ordering, and warehouse operations.

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## Climbing

- 10+ years of traditional rock climbing and mountaineering experience in a variety of environments.
- Several first ascents in the Pacific Northwest, including new route development on big walls and boulders.

## Notable Climbs

Route	Area	Notes	Date
Ma'at	Dishman Hills, Spokane, WA	5.10c, first free ascent	June 2025
Kamiakin Roof	Boomtown, WA	5.13+ A3, first ascent (aid), bolted on lead	September 2024
Lifestream	Boomtown, WA	5.11b, first free ascent	July 2024
Mako Boulder	Boomtown, WA	development, V0 - V4 first ascents	2024 - 2025
Epinephrine	Las Vegas, NV	5.9, trad, 16 pitches	May 2024
Mt. Stuart, West Ridge	Enchantments, WA	5.8, solo	July 2023
Rebel Yell	North Cascades, WA	5.10+, bolted new rap-pel descent line	September 2022
Mt. Stuart, Complete North Ridge	Enchantments, WA	5.9, alpine, trad, 2800 ft	July 2018
Mt. Baker, Coleman-Deming	Mt. Baker, WA	glacier, ski descent	May 2017

## Certifications

- Google Analytics – Google Analytics Certification	2024
- Adobe Certified Expert – Adobe Analytics Developer	2021
- AWS Cloud Practitioner Essentials (Second Edition)	2019
- Merkle Digital Professional (Analytics, Marketing Technologies)	2017
- Google Analytics	2016
- Ensignten Manage Certified Partner	2016
- Tealium Tag Management	2014