PHIL MAURACHER

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Github: https://github.com/gradientus**/**
Portfolio: https://philmauracher.com/

SUMMARY

Web Developer with a background in digital advertising. Zeal for creativity, learning, and inclusivity. Effective at reporting, communication, and focusing on getting the job done. Known by former colleagues as an excellent mentor.

TECHNICAL SKILLS

Languages: HTML5, CSS3, JavaScript, SQL, Git, JSON
Frameworks: Bootstrap, Foundation, Materialize
Applications: GitHub, GitLab,, Jira, Asana, Trello, Postman,Desk.com. Photoshop, Gimp, MS Office, FB AdManager, FB Audience Network, FB Pages, Google Ad Manager (DFP), Google AdSense, Google Analytics, CPanel

PROJECTS

Denver Lease Connection|https://denver-lease-connection.herokuapp.com/ | https://github.com/gradientus/denver-lease-connection

- An app to connect lessees and lessors.
- Responsible for the MVC structure, repository master, front-end design, application page, API integration, MongoDB connection. Setup the basic React components
- HTML5, Bootstrap4, JS, jQuery, Node.js, MongoDB, JavaScript, React

CRUD Masters| https://crud-masters.herokuapp.com/ | https://github.com/whitingba/Project-two
- An interactive task list to help remind homeowners about occasional maintenance, and regular chores.
- Responsible for front-end of homepage, task pages, login/sign-in; JS to connect tasks to SQL database; HTML routes on the back-end
- HTML5, Bootstrap4, JS, jQuery, Node.js, SQL

Train Scheduler | https://github.com/gradientus/train-schedule
|https://gradientus.github.io/train-schedule/index.html
- An interface that allows the user to input a train schedule and get the timing of the trains
- Responsible for the HTML, Bootstrap, CSS, jQuery, JS. Additionally responsible for setting up and connecting Firebase RTDB and versioning in GitHub.
- HTML5, CSS3, Bootstrap4, jQuery, JavaScript, Firebase, Git, GitHub

Leave of employment (2018 - 2019)

- Sabbatical for continued education

Google - Boulder, CO
Escalation Manager (2017 – 2018)

- Created new process for mobile/video bug escalations
- Worked with stakeholders on KPIs for mobile video, mobile programmatic escalations

Facebook / LiveRail - Menlo Park, CA
Technical Support Engineer (2013 – 2016)

- Triage problems for external and internal clients including video implementation issues, programmatic ad issues. Maintained 95% client satisfaction rate.
- Authored 70% of the most utilized, LiveRail knowledge base articles (reducing support tickets by 5% for the most common issues)
- Lead on Desk.com deployment. Resulted in ~60% faster help ticket answers, ~90% customer satisfaction (untracked prior).
- Deployed internal Facebook group for support, resulting in a ~40% decrease in internal help tickets.

MedHelp International - San Francisco, CA
Operations Manager (2012 – 2013)

- Completely revamp the remnant ad revenue structure (resulted in approximately 1000% increase)
- Created ads invoicing structure (decreased a 90 day billing cycle to 15 days)
- Created the forecasting procedures and pipeline (there was no forecasting before)
- Daily: reporting, invoicing, ad trafficking, ad system conversion, process compliance

RockYou! Media - Redwood City, CA
Product Manager (2010 – 2012)

- Managed project, product, agile teams to implement a reporting system on a home-grown ad system--resulting in first time ad reporting was available to management
- Implement ad trafficking process--de-prioritize remnant ads, prioritize direct sales, resulting in a ~30% revenue increase year over year
- Implement system user roles--no more sharing logins, found who was abusing the system, resulting in elimination of bad actors(internal and external), enabling managers to look at employee KPIs.

DoubleClick/Google: (2005 - 2010)
Product Expert(DFP/DSM), Senior Technical Support

- Triage problems for external clients, including display ads, ad platform problems, crisis management, consulting. Maintained a 92% client satisfaction rate.
- Participate in weekly escalation organization.
- Participate in weekly product use case and prioritization meetings.

EDUCATION

Full Stack Developer Bootcamp Certificate: University of Denver
A 26-week intensive program focused on gaining technical programming skills in HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node JS, MySQL, MongoDB, Express, Handelbars.js & ReactJS.