Re: EMX DIgital - Integration Engineer

To Jenny Gasparis,
I am writing to apply for an opening position, Integration Engineer referred to me by Kenrick Guie. Given my experience working in ad operations and ad tech, I believe I am a strong candidate for this position.

I have over 10 years experience working with digital media and over 2 years managing ad operations teams. At American Media, I worked on the revenue operations team bringing revenue in excess of $24 million annually through direct and programmatic campaigns. I managed a team of ad traffickers for all direct campaigns and I managed the engineering team for all ad tech projects. I have a solid understanding of ad technology and software development.

Thank you for your consideration. If you would like to discuss further, please do not hesitate to contact me via email at sze.chan@acm.org or via phone at 646-269-7616. I am looking forward to talking with you.

Sincerely,
Sze Chan

Sze Chan

PHONE
646-269-7616

EMAIL
sze.chan@acm.org

LINKEDIN
www.linkedin.com/in/sze168

PROFESSIONAL GROUPS
Association of Computer Machinery Member since 2005

IAB Working Groups: Header Tag, Dynamic Content Ads, IAB Flex Ad Products

EDUCATION
Masters of Science in Computer Science, NYU Poly, 2007

Bachelors of Science in Computer Science, The City College of New York, 2005

SUMMARY
I believe in the power of technology to solve problems. I was a front end engineer for many years until I took an opportunity to work in ad tech. I love working in ad tech because I can make a huge impact impacting many different teams, Sales, Engineering, and Product.

TECHNICAL CONSULTANT
DEC 2008 - PRESENT

FREELANCER
- Build and implement end to end digital advertising solutions for media publishers
- Subject Matter Expert for digital advertising solutions
- Develop and test software components using Node.js, React, Cypress, Nightwatch for Legacy.com
- Provide code reviews for legacy.com developers
- Tech used: React JS, GraphQL, next.js, Cypress, Node.js, Nightwatch, Ruby on Rails, Python, Pandas, Numpy

PRODUCT MANAGER/AD TECH ENGINEER
JULY 2017 - FEB 2018

FRANKLY MEDIA INC
- Product lead for digital revenue products for over 300 Clients.
- Performed code review and QA on revenue product releases in collaboration with engineering, client services, revenue operations and finance
- Lead revenue reporting project so that over 300 clients can get timely and accurate revenue reporting.
- Project and Communications lead for Ads.txt initiative.
- Hands on coding for troubleshooting and resolution related to digital revenue products
- Hands on lead for Prebid.js integrations
- Managed product roadmap and weekly ad tech meetings.
- Utilized Python and Pandas to generate a revenue reporting prototype, this helped vendors understand the project specs
- Performed code review and QA for Video Ads in Video JS Player

- Conceptualized and developed a tool to replace the manual QA process of creating screenshots for external clients.
- Tech used: Chrome Puppeteer, Python, VAST, VPAID, Prebid.js

AD TECH LEAD

JULY 2015 - JAN 2017

AMERICAN MEDIA INC

- Ad Tech Lead for Entertainment & Fitness sites for 8 properties
- Performed code review and QA in collaboration with Engineering and Sales on revenue product releases
- Conceptualized and developed a collection of Ruby scripts using DFP/GAM API to replace the manual process of creating thousands of DFP/GAM Orders, line items, and LICAs for adding header bidder partners. Manual process estimated to take months to complete, the Ruby scripts took less than 1 week.
- Manage key vendor relationships for ad verification, ad measurement, ad fraud prevention, and ad revenue recovery.
- Built new ad creative template to support VAST3 Tags
- Tech used: Drupal, Ruby, JavaScript, PHP, VAST3, DFP/GAM API

SOFTWARE ENGINEER

MAY 2013 - JULY 2015

XO GROUP INC

- Ad Tech Engineer working on revenue products in collaboration with Engineering, Design, and Product teams
- Creator of XO's Google Publisher Tag Library. The library simplifies making ad calls across multiple content verticals and support reporting for National sales
- 1st Tier Support for Ad Operations Technology (Google Publisher Tag, DFP Delivery, DART, Viewability, Native Ads)
- Tech used: Ruby on rails, JavaScript, Jenkins, Karma

TECHNICAL PROFICIENCY
Doubleclick for Publishers/GAM
Adsense
AdX
HTML5
CSS3
JavaScript
Google Analytics
Google Tag Manager
Tealium
JIRA
Jenkins
Python
Rails
Github
PHP
Confluence
Photoshop
JSON
XML
SQL
Debugging
Email Newsletters

WEB DEVELOPER

FEBRUARY 2012 - MAY 2013

GOTHAM WRITERS WORKSHOP
- Redesigned and Hand coded new Web Site for Letters from Students, saw an increase in web traffic as a result of redesign.
- Designer and Developer for New Newsletter Content Management System.
- Took initiative to make every page was optimized for mobile devices based on empirical traffic data.
- Tech used: Yii, PHP, JavaScript, jQuery mobile

FRONT END WEB DEVELOPER

JAN 2011 - JAN 2012

EVERYDAY HEALTH
- Hand coded HealthDeals.com for initial launch in 5 days time.
- XSLT Coding of Email Newsletter templates for Jillian Michaels, Suzanne Somers Sexy Forever, PDR Health, Dr. Laura Berman.
- Search AutoComplete for Everyday Health, What To Expect and Daily Glow using jQuery UI, JSON data, and CSS.
- Developed Front End Page Templates for Calorie Counter, Jillian Michaels, and Suzanne Somers Sexy Forever.
- Tech used: jQuery, HTML, CSS, JavaScript, XML

FRONT END DEVELOPER

JAN 2009 - JAN 2010
RENEGADE NATION/FUZZTOPIA.COM
- Architect CSS and jQuery code for .NET-based site, Fuzztopia.com
- Build out Front-End Templates using 960.gs CSS Framework, jQuery, Google Maps, and AJAX for a great user experience.
- Collaborated with Art Director to conceptualize and design icons.
- Designed ad sponsorship units in FlashDesigned ad sponsorship units in Flash