

**Re: EMX Digital - Integrations Engineer**

To Jenny Gasparis,

I am writing to apply for an opening position, Integrations 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](mailto: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](mailto:sze.chan@acm.org)

### LINKEDIN

[www.linkedin.com/in/sze168](http://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](http://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

### 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

## 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

## 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