JAKE FRANEK

FREEWHEEL

■ SENIOR SOLUTIONS ENGINEER
12/2021 - Present

■ SOLUTIONS ENGINEER
3/2019 - 12/2021

As the primary client-facing technical contact, provided custom advertising solutions for world's largest media companies and their distribution partners

Lead end-to-end technical scoping for custom integrations with multi-faceted architecture stacks involving audience data providers, stream stitchers, transcoding services, proxy servers, user-privacy frameworks

Worked with sales, engineering, and product teams on evaluating, recommending, and implementing both out-of-the-box and first-of-their-kind solutions for legacy accounts and newly-onboarded clients

Resolved ad delivery issues by querying and analyzing big data sets from server console output and transaction log files

Authored integration playbook for executive-level management regarding high-profile "walled garden" partner on user-privacy and targeting limitations

CELTRA

■ CLIENT SUPPORT ENGINEER
4/2018 - 1/2019

Met and exceeded 100% of goals for support ticket quota in debugging creatives, ad tags, and measurement discrepancies for web and in-app

Built custom solutions with product API + inline JavaScript for rapidly demoing proof-of-concepts and enhancing functionality of rich media creatives

Decreased learning curve for clients via virtual trainings, creating video tutorial library, holding in-person workshops, and documentation

EXPERIENCE FIRST

■ DIGITAL STRATEGIST
5/2014 - 4/2018

Designed and developed portfolio of websites to help capture 20,000+ online reviews to rank #1 in TripAdvisor's NYC Tours

Increased conversions and optimized online check-out experience across devices by utilizing booking processor API and deploying custom event tags for measuring on-site behavior and cross-site tracking

Oversaw development of internal wiki and workflow automation tools to improve operational bottlenecks for a growing team of over 100

DESIGN CONTACT

■ PRODUCT SUPPORT SPECIALIST
2011 - 2014

Fabricated and installed interactive kiosks and display technologies for corporate lobbies, libraries, and schools

Designed product graphics, marketing collateral, documentation, web content

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WEB TECHNOLOGIES
- RESTful API
- Postman
- Charles Proxy / DevTools
- JavaScript / NodeJS
- SQL
- HTML / CSS

EDUCATION
JavaScript Development
- General Assembly, NY

Marketing Foundations Certification
- Issued by The Trade Desk

IAB Digital Fundamentals
- Issued by Interactive Advertising Bureau

Design Management, BBA
- Parsons The New School For Design, NY

CONTACT
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