

# Leo Chen

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**PROFESSIONAL SUMMARY:** Self-motivated professional successful in seizing viable opportunities for expansion and innovation in business. Background in increasing profits, reducing costs, and transforming customer service standards. Experienced in consulting and running all the hardware and software, as well as dealing with software vendors. Extensive practical real world experiences including over 10+ years of practical experience in online entertainment and email marketing services. Responsible for worker safety and daily operations team of 20 employees across 4 crews. Fluent in Mandarin Chinese and Taiwanese.

## **TECHNICAL SKILLS:**

- Project Management: Microsoft Office, Microsoft Office 360, GSuite
- Creative/Marketing: Adobe Photoshop, Adobe Dreamweaver, Adobe Illustrator
- Front End Development: HTML, CSS, Javascript, REACT, Node.js, Wordpress, Cpanel
- Back End Development: C, Cobol, CICS, MySQL, PHP
- DevOps / Cloud: AWS, CPanel, Wordpress, Port 25 Power MTA, Lyris/Aurea Listmanager 11.4
- Operating Systems: Microsoft Windows Server 2003, Microsoft Windows Server 2008, MacOS Monterey, CentOS 6.4, CentOS 7.0

## **EDUCATION:**

Per Scholas   Software Engineering   Newark, NJ	Anticipated Graduation: September 2023
Amazon re/Start   AWS Cloud Practitioner   Newark, NJ	January 2023
The Chubb Institute   Programmer Analysis   New York, NY	March 1997
Queensborough Community College   Associates of Arts   Queens, NY	

## **PROFESSIONAL EXPERIENCE:**

Xoopa   Founder	2005 - 2020
<ul style="list-style-type: none"><li>• Provided a Software as a Service (SaaS) platform solution for clients to self-manage email campaigns</li><li>• Created all aspects of the frontend/backend records to maintain high deliverability across major ISPs</li><li>• Setup, create and debugged client email creatives to run a successful email campaign</li><li>• Automate user engagement by setting up drip campaigns based on user clicks and opens</li></ul>	
ZD Media, Inc   Founder	2000 - 2020
<ul style="list-style-type: none"><li>• Founded an entertainment portal and website marketing business, wherein these businesses were generating over 250,000 unique visitors combined daily</li><li>• Set up and installed multiple dedicated servers across multiple racks hosted at data centers across New York and New Jersey in order to increase efficiency</li><li>• Ran successful affiliate campaigns for some of our advertisers to our 10+ million subscribers</li><li>• Provided customer support to all clients, advertisers and publishers and maintain vendor relations over the telephone on a daily basis</li></ul>	
North Atlantic Tower   Chief Operations Officer	1997 - 2001
<ul style="list-style-type: none"><li>• Maintained working relationships with all major mobile carriers (Verizon, AT&amp;T, T-Mobile)</li><li>• Responsible for worker safety and daily operations of team of 20 employees across 4 crews</li><li>• Verified completed projects met approved time, quality and cost estimates</li><li>• Communicated daily with vendors to keep project fully operational</li></ul>	

Salomon Smith Barney | Programmer Analysts

1997 - 2000

- Responsible for debugging and recoding Y2K applications
- Develop and maintain backend applications for reporting
- Identified causes of issues within applications and determined which modifications needed to be made
- Analyzed program data to provide input for key decision making and strategic planning

Cubic Corporation | Associate Software Engineer

1997 - 1997

- Develop and debug MetroCard software for the MTA
- Increased efficiency by creating programs to generate test data
- Coordinated with other engineers to evaluate and improve software and hardware interfaces.
- Conducted regression testing, analyzed results and submitted observations to development team