

MARK KOOPMAN

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CAREER OBJECTIVE

Highly motivated, I seek an application developer position offering technical growth opportunities with a fast, friendly, and collaborative team.

HIGHLIGHTS

Lead development role during mergers / acquisitions with other analytics companies

Lead development role in HBX Reporting, rated as most usable Web Analytics UI in 2007 Forrester Wave report

Lead developer role for HBX Tag

WORK EXPERIENCE

ADOBE

Jan 1999 - Present

Formerly Omniture (acquired by Adobe), Jan 2008 – Dec 2009

Formerly Visual Sciences (acquired by Omniture), May 2007 – Jan 2008

Formerly WebSideStory (changed name to Visual Sciences), Jan 1999 – May 2007

Senior Software Engineer, team: Adobe Client Apps, Jan 2011 – Present Senior Software Engineer, team: Omniture Client Apps, Dec 2010 – Present

- Develop, maintain Adobe Report builder in Digital Marketing's Client Apps team. Report builder is a C# / Excel Add-In for reporting Adobe Analytics (previously Omniture Sitecatalyst) data.
- Presented at Adobe Tech Summit 2013, presenting an Adobe Flex & Webkit-based solution for reporting on clickstream data layered over the content of a customer's site.
- Maintain HBX throughout transition of customers to SiteCatalyst (now Adobe Analytics)

Senior Software Engineer, Apr 2004 – Dec 2010

- Build internal administration tools (data collection and reporting) to audit HBX feature usage by customer
- Lead development role in directing gap analysis and migration efforts to move HBX customers onto acquiring company's platform, SiteCatalyst
- Very comfortable developing on, porting to/from, and extending J2EE and LAMP stacks
- Design, develop, and maintain external- and internal-facing web-based applications
- Design, develop, and maintain secure Self-Service and Single Sign On technologies, alleviating customer support of mundane tasks and simplifying user experience
- Design, develop, and maintain custom XML parser providing data inheritance for simplifying and extending common configurations across heterogeneous software components
- Develop data visualizations with Adobe Flex, integrating proprietary data retrieval (HBX) and Flex Data Services
- Design, develop and maintain account creation process providing an automated and more fault-tolerant process
- Mentor new hires, helping to resolve their issues with Java, Database design, profiling, Perl, Flex/ActionScript 3, and JavaScript

Software Engineer, Apr 2000 - Apr 2004 (Omniture continued)

- Develop, maintain, and extend web-based applications with Java Servlets and Java-based proprietary application server
- Design, develop, and maintain HBX Tag – HTML and JavaScript files deployed on thousands of public web sites as a data collection mechanism for HBX
- Implement Corda PopChart and OptiMap application servers for plotting data in bar charts, key-performance indicators and geographic Flash presentations
- Design, develop, and maintain XML protocol for querying proprietary data store
- Implement and extend Web reference's HierMenus JavaScript code
- Implement localization in application server for English, French, Spanish, German and Japanese
- Train personnel in JavaScript and CSS, resulting in quicker HBX development cycles, as business presentation logic was migrated out of Java code and into HTML/JS and CSS templates
- Support and train clients, including marketing and IT professionals, on HitBox (later renamed as HBX) implementation
- Research and document web browser technology for discovering new data collection possibilities, resulting in Rich Media tracking

Web Developer, Jan 1999 - Apr 2000 (Omniture continued)

- Design and maintain marketing websites: websidestory.com, statmarket.com
- Design, develop, and maintain DHTML components, including scrolling text panels, navigation menus, and ActionScript for Flash 6+

TUMYETO

Apr 1998 - Jan 1999

Webmaster

- Design, develop, and maintain company websites
- Publish product catalogs on-lines for brands: Zero, Toy Machine, Pig Wheels, Land speed, Foundation
- Migrate Adobe Illustrator graphics from print and merchandising products to web

EDUCATION

Java Certification

December 2001

University of California, San Diego
San Diego, CA

Bachelor of Science in Computer Science

December 1997

Minor: Mathematics

Colorado State University Fort Collins CO