MARCELLO DE FEO

Software Engineer / Leader

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Summary

Innovative software engineer and leader with over two decades of experience in full-stack development, team leadership, and scalable system architecture. Successfully owned and managed small businesses, gaining expertise in strategic planning and business operations. Proven ability to deliver high-quality consumer-facing products, foster collaboration, and align technical solutions with customer-centric goals. Passionate about building technology that drives meaningful customer relationships, business growth, and long-term success.

Experience

Medical Solutions
Omaha, Nebraska

Back End Developer (Full-Stack JavaScript, Azure)
04/2023 - Present

- Engineered centralized job listing application using Azure Service Bus and Redis, streamlining asynchronous data processing.
- Provided technical mentorship and onboarded new developers, promoting collaboration and adherence to best practices.
- Designed robust APIs for a $5M loyalty rewards program, enhancing system scalability and third-party integrations.
- Collaborated with cross-functional teams to seamlessly translate Figma designs into React-based frontend systems, enhancing user experience and streamlining design-to-development workflows.
- Optimized backend performance by implementing comprehensive testing frameworks, reducing system bugs by 30%.
- Developed AI-driven tools to automate job listing content generation, reducing manual workload by 75%.

Marketshare Movers
Furlong, Pennsylvania

Senior Software Development Engineer (LAMP Stack, Azure)
07/2017 - 04/2023

- Architected PHP-based B2B data visualization portals, increasing customer retention by 10%.
- Implemented SOC 2 and HIPAA compliance protocols to ensure data security and meet regulatory standards.
- Built scalable communication systems using Twilio SMS and SendGrid API, enhancing customer engagement.
- Improved CI/CD pipelines to streamline development workflows, reducing deployment times by 20%.
- Developed and launched consumer-facing websites for copay card and patient assistance programs, enabling access to new drugs for patients in need.
- Collaborated with design and development teams to create intuitive front-end experiences that facilitated patient affordability and program enrollment.

Interstate Aerials, LLC.
Paulsboro, NJ

Senior Application Engineer (LAMP Stack)
08/2015 - 06/2017

- Architected PHP and SQL-based Rental Management Software, enabling efficient tracking of $11M in equipment assets.
- Developed real-time GPS alert systems, improving delivery efficiency by 35% and eliminating theft incidents.
- Integrated accounting workflows using Sage 300 and SAP Crystal Reports.

Brownstein Group
Philadelphia, PA

Senior Developer (LAMP Stack, C#, AWS)
01/2012 - 02/2014

- Managed a team of developers to deliver award-winning websites for Fortune 500 companies like IKEA.
- Created IKEA's Seasonal Launch Vehicle (SLV), an interactive digital catalog driving customer engagement to over 500,000 monthly users.

Saint Joseph's University
Philadelphia, PA

Web Developer and Database Administrator (Java, LAMP Stack, Oracle)
01/2005 - 01/2012

- Built and maintained department-specific Learning Management Systems (LMS).
- Developed APIs to interface with the University's Blackboard LMS.
- Developed and launched the initial courses for the University's online learning programs, laying the foundation for its digital education initiatives.

Entrepreneurship

Allora Hospitality
Haddonfield, NJ
2016 - 2022

Owner Operator

Hospitality group with multiple related businesses

- Scaled three successful, award-winning ventures with a focus on customer engagement and operational efficiency.
- Grew business through innovative marketing strategies, achieving a three-month reservation waitlist.
- Fostered community impact by mentoring employees, hiring individuals with employment barriers, and sourcing goods globally from small businesses.
- Created a collaborative ecosystem through the Haddonfield Food & Beverage Collective, enabling resource-sharing and co-marketing for local businesses.

Education

Boston University, Questrom School of Business
MBA (in progress)

Saint Joseph's University
Dual Bachelor's Degree in English and Fine Arts with a focus on Digital Design

Skills

Back-End Technologies: Node.js · PHP · Express.js · NestJS · Python · Perl · Jest · RESTful API development · Docker

Front-End Technologies: React · Next.js · HTML5 · CSS3 · JavaScript · TypeScript · Figma Integration · Bootstrap · Tailwind · Material UI

Databases & Storage: Azure SQL · MySQL · PostgreSQL · MongoDB · Redis

Development Practices: Agile · Scrum · CI/CD · TDD · Git · Unit/API/E2E Testing · Scraping · Code Reviews · Pair Programming · Documentation

Web Servers & Security Protocols: Apache · NGINX · SSL/TLS · OAuth · JWT · Debian Linux · SOC 2 · HIPAA Compliance

Design Tools: Adobe Creative Cloud · Figma · Zeplin · WordPress Theme Development · QuarkXPress

Leadership & Management: Strategic Planning · Budgeting · Financial Management · Marketing · Team Leadership · Staff Development

Key Achievements

Leadership & Mentorship
Mentored and managed cross-functional development teams, promoting best practices, enhancing productivity by 25%, and delivering high-quality technical solutions.

System Scalability
Architected scalable APIs and backend systems, including a $5M loyalty rewards program, improving system integration and performance.
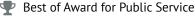
Secured GPS Tracking
Led team to build PHP and SQL-based GPS tracker, reducing theft to 0% and improving delivery efficiency by 35%.

Data-Driven Solutions:
Engineered B2B data visualization portals that enhanced actionable insights and increased customer retention by 10%.

Compliance Expertise
Implemented SOC 2 and HIPAA protocols, ensuring security and regulatory compliance.

Problem Resolution
Spearheaded debugging and forensic efforts, reducing production downtime by 50% and ensuring high system reliability.

Select Awards

Best of Award for Public Service
Philadelphia Holocaust Remembrance Foundation Website and Interactive Timeline

Gold Award for Broadcast/Electronic Digital
Public Service award for the Philadelphia Holocaust Remembrance Foundation Website

Gold Award for Product Microsites
Digital Advertising award for the IKEA New Movers Microsite

Gold Award for Consumer Websites
Digital Advertising award for the IKEA Interactive Seasonal Catalog

Web Project of the Year Nominee
Philadelphia Holocaust Remembrance Foundation website development

Webby Awards Honoree
IKEA Seasonal Launch Vehicle digital catalog