

Nicholas Marcionese

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SUMMARY

Front-end developer in the Greater Philadelphia area with 10+ years of experience in the ad-tech industry using JavaScript, CSS, and HTML to build dynamic, data-driven web and mobile advertisements. Looking to grow my career outside of ad-tech through a more traditional UI/front-end developer position. Recently completed the Penn LPS Coding Boot Camp to align myself with current technologies needed to succeed in today's market.

View projects and more at: nickmarcionese.info

SKILLS

Languages: Javascript, Node, MySQL, jQuery, HTML5, CSS

Technologies: React, REST APIs, Express.js, MongoDB, mongoose, sequelize, JSON, XML, Bootstrap, Git

Design: Adobe Creative Suite

EXPERIENCE

Sizmek (Formerly PointRoll/CoFactor)

Senior Creative Developer

Senior Production Engineer – Team Lead

Senior Production Engineer

Production Engineer

Jr. Production Engineer

King of Prussia, PA

July 2014 – March 2019

July 2012 – July 2014

June 2011 – July 2012

September 2009 – June 2011

June 2008 – September 2009

Sizmek is the largest independent buy-side advertising platform in the world, connecting more than 20,000 advertisers and 3,600 agencies to consumers in 70 countries. I started as a junior production engineer and was promoted four times as the company grew, reorganized and was acquired twice.

Responsibilities

- Build custom web and mobile advertisements for Lexus and other accounts using HTML5, CSS and JavaScript.
- Connected HTML5 ads to a Dynamic Content Optimization platform.
- Ensured client guidelines were incorporated into web banners, polite banners, takeovers, and expandables

Accomplishments

- Lead Developer on the Lexus account, which specifically required extremely quick turn-around and high accuracy.
- Created templates to convert data from Lexus LOD (List of Dealers) dynamic JSON feed into end-frame HTML5 offers, vastly improving the turnaround time for geo-targeted and user-personalized advertisements.
- Key contributor to PointRoll's automotive team, which handled \$20MM+ in advertisements per year and was critical to the purchase of PointRoll by Sizmek in 2015.
- Built JavaScript objects/functionality to help the company transition from Flash to HTML5 based ads.