Patrick McNally

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Professional Experience

Brighton Agency, Saint Louis, Missouri

Senior Interactive Developer   **July 2009 – present**

- Oversee team of developers and digital producers while collaborating with online marketers and designers for project execution.
- Consult with clients on selection and appropriateness of interactive tactics.
- Lead new and ongoing development, notably on a web based validation, approval, and communication engine that ultimately processed 1200 agricultural test-plot data marketing communications. The project succeeded in getting these numbers in growers' hands 48 hours after the data was gathered.
- Provide novel solutions to modern marketing problems, including building an Amazon Web Service based Hadoop processing cluster and developing rudimentary processing of 80+ gigabytes a day for advertising placement logs.

Interactive Developer   **September 2008 – July 2009**

- Developed interactive solutions in the Ruby on Rails software framework, including a social network for cotton farmers that aided in gathering crop trial data.
- Integrated client web applications with numerous other online applications, including Facebook, ExactTarget, and Salesforce.
- Administered Linux based VPS servers for web hosting. Utilized Puppet for automated server roll-out and updating, allowed all deploys to become single line commands.
- Maintained legacy applications built on Classic ASP and ASP.NET technologies.

Touchwood Creative, Saint Louis, Missouri

Interactive Developer   **July 2007 – September 2008**

- Led effort to build a standardized internal web application to manage the question banks behind multimedia educational games.
- Rapidly developed Rails backed professional educational/training sites.
- Developed Flash and Flex based question, answer, and game-play components for multimedia CD-ROMs in the back of professional health care training text books.

Notable Efforts

UpprDwnr

Developer   **October 2009 – December 2010**

- Responsible for process which consumed Twitter's Streaming API. The process parsed out subject and sentiment based on the usage of hash tags paired with either a *#uppr* or a *#dwnr* hash tag. Implemented first in Erlang then in node.js.
- Split responsibility on the Rails application which served as our website and the public-facing presentation of a topic's sentiment.

Education

Brown University, Providence, Rhode Island

Masters of Science Candidate : Computer Science Department   **2004 – 2006**

- GPA: 3.62

Washington University in Saint Louis, Saint Louis, Missouri

Bachelors of Science in Computer Science   **Graduated May 2004**

- GPA: 3.42

Technologies

Ruby, Javascript, Java, C/C++, Shell scripting, Clojure, Erlang, Python
Ruby on Rails, jQuery, Hadoop, Sinatra, Node.js
MySQL, PostgreSQL, Hive, Pig, Redis
Linux, Mac OS X, Windows, AVR
Emacs, Git, Subversion, LaTeX