

Mark Freedman

Senior Software Engineer

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SUMMARY

I've served as consultant, developer, troubleshooter, and mentor, and founded two successful consulting firms and two software development firms. I have a strong passion for the software field, and formed three technical user groups (named a 2010 INETA Champion), helping rejuvenate the NY/NJ/CT area development community.

Through my engineering and leadership skills, my first startup's revenue doubled annually. As director, architect, and expert in billing, communication, and customer service systems, helped spark 23,000% hyper-growth in one of the fastest growing companies in the northeast US, and simplified development and monitoring systems, helping to save \$100,000s and hundreds of troubleshooting hours annually.

As an advisor and mentor with an innate ability to help others grasp complex concepts, and due to my depth and breadth of experience, I'm often called upon to assist struggling developers and teams.

EXPERIENCE

Mark Freedman Consulting / LorMarSoft, LLC

Founder & Lead Software Consultant | 1990 – Present

- Built dynamic form builder tool for a leading local software product company, used to generate leads for their product's customers. Made heavy use of REST (ASP.NET Web APIs), JavaScript, jQuery, CSS.
- Built automated messaging (SMS and email) Windows service in Delphi for the above company, interfacing with Twilio.
- Built dynamic front-end for student challenge site, making heavy use of CSS/LESS, JavaScript, jQuery, and PHP.
- Built FCCC website (<http://f3c.org>) supporting all Florida camera clubs. Includes automated competition support, with image uploading, judging, award calculations, galleries, payment processing, conference registration, and automated notification mailings. Doubled participation from old site and received rave reviews.
- Built system on LAMP platform, highly customized on top of WordPress architecture, by creating numerous custom plugins with heavy use of AJAX, providing cutting-edge functionality and ease-of-use.
- Led development team for a web-based SaaS travel industry startup client using Microsoft stack.
- Built web-based SaaS system to configure and expose public API for a top Web-based marketing company, using Microsoft stack, JavaScript and supporting frameworks, REST, third-party commercial and OSS libraries, testing tools, and SQL Server.
- Built a Windows service to automate communication via MAPI and SMS (Twilio).
- Built and supported art portfolio / ecommerce websites and various blogs using JavaScript, jQuery, HTML, and CSS, PHP, WordPress, and MySQL.
- Built vertical market medical billing system and auto insurance processing system.
- Mentored client development staffs.

Weird Candle, LLC

Founder & Software Engineer | Mar 2013 – Present

- Architected and launched the iOS game *Whack the Vines* using Objective-C and Cocos2d.

SKILLS

Roles

Architect
Developer
Mentor
Leader
Consultant

Applied Skills

System Integration ♦
User Experience ♦
Billing ♦ Communication ♦ IVR
Customer Service ♦
Monitoring and Alert Systems ♦
Standards ♦ Automation
PCI ♦ SOX ♦ PII

Software Skills

Microsoft .NET ♦ C# ♦ EF ♦
ASP.NET MVC ♦ Web API ♦
JavaScript ♦ jQuery ♦ HTML ♦
CSS/LESS ♦ AngularJS ♦ Bootstrap ♦
Backbone.js ♦ LAMP / MAMP / WAMP
♦ iOS ♦ Objective-C ♦ Swift ♦ Cocoa
Touch ♦ Cocos2d ♦ SpriteKit ♦
GameMaker ♦ PHP ♦ WordPress ♦
JSON ♦ REST ♦ AJAX ♦ Twilio ♦
SQL Server ♦ Oracle ♦ MySQL ♦
JUnit ♦ Jasmine ♦ TeamCity ♦
Kiln ♦ Mercurial ♦ Git ♦ Subversion ♦
Visual Studio ♦ PHPStorm ♦ Delphi

CONTRIBUTIONS

Co-founder: Fairfield/Westchester
.NET and SQL Server User Groups
(800 developers)

Ran several code camps focusing on
modern development technologies and
techniques

Advisory board: New England F# User
Group

Member: NY Area Tech Group
Organizers

Tech reviewer: *Orchard CMS* ♦
Getting Started with Windows 8 Apps
(O'Reilly)

LiftEngine – Pearl River, NY

Software Architect | Apr 2013 – Feb 2015

- Improved clients' marketing reach over 40% by building SaaS systems for providing data modeling and analytics of over 3,000 demographic data points.
- Built REST-based API over business layer of above to allow clients to integrate with the system using their own front-end tools.
- Created Web-based data loading and processing automation utilities for internal and client productivity improvements.

Webloyalty.com – Norwalk, CT

Sr. Director, Software Development | Dec 2008 – Feb 2011

Sr. Software Architect | May 2000 – Nov 2008

- Nurtured and mentored quickly maturing development staff, and set up internal training sessions and hands-on resources for latest technologies and best practices.
- Architected operational and financial systems for ease of maintenance, operations, management, and integration with internal and third-party systems.
- Designed and developed using modern Microsoft .NET stack and Oracle database.
- Built systems including customer service (top response rates in the industry), batch and real-time billing (200k daily transactions), financial reconciliation and support suite, communications (200k daily emails and offline mailings), and IVR.
- Internationalized systems to support US, Canadian, UK, French, and German business by integrating with third-party vendors using a hybrid of security technologies.
- Developed customer service migration process and architected integration between internal admin system and multiple third-party call centers.
- Created software and procedures for operations, monitoring, and alert systems that saved \$100,000s and hundreds of annual troubleshooting hours and recovery costs by proactively identifying potential issues and preventing financial liabilities.
- Conceived and implemented automated build / CI processes.
- Promoted to Director in 2008 due to contributions as linchpin in company's 23,000% hyper-growth.
- Set standards for the SDLC process, team integration (QA, DBA, SCM, and PMO), monitoring and support, code reviews, PCI, SOX, PII, and legal compliance.
- Streamlined ops and monitoring, cutting resource requirements over 75%, minimizing off-hour support.

Integrity – Danbury, CT

Founder & CTO | 2005 – 2008

- Architected, designed, and built prototype for *Connections*, a relationship-based data organization tool.
- Secured angel funding and attracted other potential investors by creating business plan and executive summary.

CMC International – White Plains, NY

Founder & Software Consultant | Mar 1990 – May 2000

- Led staff of 25, with annual profits of \$500,000 to \$1,000,000.
- Mentored and guided employee and consultant career development.
- Consultant, mentor and trainer at several Fortune 500 firms, using Visual Basic, PowerBuilder, Clipper, Microsoft SQL Server, Sybase SQL Server, Oracle, FoxBASE, dBase, and Microsoft Access.
- Clients included Pepsi, Sony, COMEX, DBL, Schick, Lipper Analytical, and New York Blood Center.
- Architected, designed, and developed sales forecasting systems for clients including Schick and Pepsi.
- Built internal Web-based HR and task management systems.
- Invented and developed *CUAccess*, a packaged SAA/CUA-compliant library allowing Clipper developers to create event-driven apps that "look and feel" like Windows.
- Architected and designed *PowerScope*, a packaged object browsing tool for PowerBuilder.
- Led business development and growth, secured funding, developed partnerships and cooperative ventures, and created sales and marketing strategies and materials.

From 1985 through 1990, also worked as a developer for Drexel Burnham Lambert, Charles of the Ritz, and Bankers Trust.

REFERENCES

To read full recommendations, please visit my LinkedIn Page:

<http://linkedin.com/in/markfreedman>

"Mark...is a focused thought leader and great mentor willing to lend his expertise and knowledge to the junior development team and is well respected by his peers...he is always up to a challenge, leaving no stone un-turned and delivers a quality product every time."

Terry Harris

PMP, Webloyalty

"Mark has been an extremely positive influence in my career, both as my manager and later as my peer."

John Zablocki

Director of Information Technology at EF Foundation for Foreign Study

"Mark is a motivational leader, partnering with his team to grow and proactively manage change. When working with him you can depend upon the large and small project details being addressed."

Gina Carey

Founder of Carey CFO Services

"Passionate, fun, kind...and dedicated to seeing through whatever he starts. Mark worked for me at Drexel, but I think it was I who worked for Mark. I could not have been successful without him."

Nick Ventresca

CIO, Leader and Mentor

"Mark is a born leader with an attention to detail like no other I have ever worked with. It was a pleasure and honor to work for Mark both professionally and personally as he truly understands how to balance both work and life."

Kenneth Benoit

Senior Software Developer at State Of Connecticut Judicial Branch

"Mark has been an outstanding co-leader of the Westchester .NET group. He has also organized and managed major successful Code Camp events for the Westchester and New York .NET groups. He is extremely well organized, reliable and resourceful. I recommend him unequivocally."

William Zack

Cloud Technical Solutions Specialist at N3, LLC

AWARDS / CERTS

INETA 2010 Q2 Champion Award (annual)

A founding member of IT Department at Webloyalty, which received Technology Fast 50 and Technology Fast 500 for Connecticut (2005 – 2008) and on AlwaysOnMedia's list of Top 100 Private Companies.

Certified PowerBuilder Developer