

ALEXANDER ZGOLINSKI
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PROFILE

A quick study, with broad technical experience in customer-facing roles and within cross-functional teams. Active and ambitious with an eye for detail and ability to balance multiple competing priorities.

SKILLS

Languages	Java, C / C++, OCaml, SQL, Perl, PHP, HTML, CSS, JavaScript, XML, XSL
Database	Oracle, Sybase Adaptive Server, MySQL
Systems	Solaris, RedHat, Debian, Windows XP
Development	Ant, Cygwin, JUnit, Java NIO, SOAP, Subversion, Visual Source Safe
Web Applications	Apache, ATG Dynamo, IIS, JBoss
Architecture & Design	Team Leading, Object Modeling, Design Patterns, Database Design, Code Review, Unit Testing
Other	Client Facing, High & Low Level Design Documentation, Document Review

PROFESSIONAL EXPERIENCE

2006 – Present **LookSmart, LTD.** **San Francisco, CA**

Senior Product Support Specialist

2008 – Present

Frontline technical support for all LookSmart white-label advertiser-management and paid-search syndication products. Work with product managers, technical architects and engineers to develop new features, enhance current product offerings, and resolve any product issues.

- Design, document and manage implementation of all new versions of the AdCenter advertiser and publisher APIs.
- Oversee the integration and optimization of third party ad distribution feeds.
- Create specifications for new LookSmart AdCenter and Publisher Center features.
- Produce online documentation for all of LookSmart's paid-search syndication and AdCenter products.
- Provide LookSmart advertiser account managers with technical solutions to optimize advertiser account spend.

Business Analyst

2007 - 2008

Performed analyses and created recommendations for Executive team regarding revenue and margin optimization on LookSmart's advertiser network. Investigated areas such as advertiser campaign spill and CPC discounting strategies.

- Built tools and processes to allow ad campaign optimization and syndication traffic analysis.
- Conducted analysis for executive team on strategies to maximize ad network revenue and margin.

Technical Account Manager

2006 - 2007

Primary technical contact for all of LookSmart's paid-search syndication partners, AdCenter API partners and customers of white-label advertiser-management and ad-serving products.

- Managed transition of key accounts from Java-based to Rails-based ad server versions and through major API version revisions.
- Key accounts included Ask.com, Reed Business Publishing, eZanga and Krugle.
- Worked with key advertisers and in-house marketing teams on click-fraud investigation, conversion tracking and campaign optimization initiatives.
- Reproduced and diagnosed API issues using .NET, Java, PHP and Perl SOAP clients.

2005 – 2006

Oracle Corporation

Redwood Shores, CA

Software Engineer

Developed Java framework for Oracle Collaboration Suite 11g. 11g transitioned the CollabSuite product from an amalgam of loosely connected, independent applications to a unified asynchronous architecture running inside an OC4J container.

- Designed and implemented a Java API that provides complete control over the structure and nesting of XML log records.
- Wrote JUnit tests against the framework API responsible for gathering performance metrics.
- Worked on a proof of concept code base which served as the model for 11g asynchronous core service consumption.

2003 – 2004

Independent Contractor

Providence, RI

Technical Consultant

Worked as an independent contractor providing clients with technical expertise and web development services.

- Designed and built the Brown University 2003 Graduate and Undergraduate Career Conferences registration and administration sites using PHP and MySQL. The sites allow Brown students and Alumni to learn about the conference as well as register for conference events and the administration interface allows Career Services members to manage student and alumni profiles, manage conference events, and send personalized email messages to conference participants.
- Designed and implemented a dynamic web-based reservation system for the Columbia University School of Engineering and Applied Sciences conference rooms and associated assets. The site was built using PHP / Apache / MySQL and deployed on a RedHat Linux server.

2001 – 2002

English First Class

Lima, Peru

English Language Instructor

Taught English language skills to both individuals and groups at levels that ranged from beginning grammar and vocabulary to advanced conversation.

- Evaluated potential student's English language skills for course placement.
- Translated business documents from Castilian Spanish into English.

1999 – 2001

Quidnunc North America Inc.

San Francisco, CA

Senior Web Developer

Consultant web developer and member of the core team that opened the San Francisco office after transferring from New York. Overall responsibilities included analysis, design, implementation, testing, client training and mentoring trainee developers.

- Implemented database views and PL/SQL triggers on the production database for a large social news and networking web site.
- Managed a team of four developers through the implementation of a Java based HTML template architecture that automatically transformed XML and XSL into a ready-to-launch content web sites.
- Managed a team of three developers through the customization of ATG Commerce Server for 'Product Catalog' functionality for a site that provided on-line procurement and management of branded marketing products to Global 3000 companies.

EDUCATION

2003 – 2005

Brown University

Providence, RI

Master of Science / Computer Science; 4.0 GPA

- Thesis: *Distributing Networked Query Processing Services*
- Relevant courses included Distributed Computer Systems, Building High Performance Servers, Topics in Distributed Databases and Systems
- Member of the Scalable Adaptive Network-aware Databases (SAND) project team. SAND is an experimental data management framework, designed to optimize distributed stream management systems

1995 – 1999

New York University

New York, NY

Bachelor of Arts / Computer Science with minor in Spanish Language; 3.86 GPA

- Phi Beta Kappa Society
- Founders Day Scholar Athlete Award
- NYU Study Abroad program, Madrid, Spain