

Igor Lyamin

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PROFESSIONAL EXPERIENCE

Summary:

- Over six years of web programming and development experience
- Two years of Scrum Agile product development experience
- Strong systems administration skills
- Ability to think outside of the box, adapt to circumstances, learn from co-workers and share information and new technologies
- Cooperative and collegial personality, ability to work in cross-departmental teams as well as independently

Programming Languages: PHP, MySQL, HTML, CSS, JavaScript, UNIX Bourne Shell Scripting, XML, AOL XML, Viewpoint XML, DHTML, RSS, Adobe Flash ActionScript AS2 and AS3

Software: Adobe Photoshop, After Effects, Flash, Fireworks, and version control software (Subversion, VSS, CVS), SOAP API

Operating Systems: Windows (XP, Vista, Server 2003), Linux (CentOS, Redhat)

EMPLOYMENT

UNICAST - NEW YORK, NY – Unicast is a Rich Media and video ad server and service provider for publishers, advertisers and agencies. Now a subsidiary of DG FastChannel, Unicast focused on online advertising solutions developed by Enliven Marketing Technologies.

Web Programs Manager

October 2008 - Present

Reported to the VP of Information Technology for Unicast where I worked with the Unicast Engineering department to develop and support production and QA web projects. Majority of work involved development of new and support of existing PHP applications and tools. Worked on the Unicast Ad Platform, improved server infrastructure, and optimized software releases to reduce production applications downtime and overall effort.

Achievements:

- Developed internal applications and tools using PHP and Unix Bourne Shell scripting
- Developed content management system using WordPress as CMS and maintenance of all Unicast co-branded micro-sites for NBC, MSNBC, AOL, MSN, Time Inc, Fox Interactive Media, Digg.com etc
- Created Web-based applications in PHP to synchronize files to CDN origin servers (Akamai, Limelight, Level3)
- Responsible for all QA and staging server setups for online ad publishing platform. Released code to multiple environments and was the point person who handled all production code releases
- Member of the team responsible for supporting 80% revenue growth and 200% increase in infrastructure capacity

ENLIVEN MARKETING TECHNOLOGIES CORPORATION - NEW YORK, NY – A provider of Internet marketing solutions and technologies, including the Unicast Ad Platform, Springbox Interactive Agency, and Viewpoint Search technologies

Web Programs Manager

Jun. 2007- October 2008

Reported to the Chief Marketing Officer of a publicly held Internet Technology Company. Supported the marketing department with all corporate branding efforts and corporate communications including: Internet Newsletters, programming and updating of re-branded corporate website and intranet, online ad demo creation / maintenance and updating Sales and Marketing presentations with latest demos. Responsibilities also included web reconnaissance – assessing brand reputation online.

Achievements:

- Managed the company's internet marketing and sales activities from a web perspective, including programming and implementation on web properties
- Managed coding, production, launch, and maintenance of four Enliven Web properties as well as co-branded micro-sites for Unicast's major publisher clients
- Provided ongoing content management and site maintenance leadership as well as strategic and tactical support, working in collaboration with internal stakeholders and external service vendors
- Created HTML-based web copy, email invites, newsletters, and presentations by sourcing content from collateral, releases, articles, and presentations. Collaborated with a public relations firm on press releases
- Implemented business solutions in PHP, MySQL, HTML, JavaScript, VBScript, XML, Flash programming
- Experience with web analytics systems such as Google Analytics and Search Engine Optimization (SEO)
- Managed Enliven's campaigns in Google AdWords and provided campaign performance reports to all stakeholders

VIEWPOINT CORPORATION, NEW YORK, NY – Previously known as Metacreations, Viewpoint focused on the development of 3D rendering technologies through a browser plug-in. With a strong creative services department and amazing technology, Viewpoint provided 3D content for major motion pictures, broadcast TV, and the online presence for a wide variety of companies and products.

Build Manager / Web Developer

Feb. 2004- Jun. 2007

Developed client websites and integrated Viewpoint's 3D content online. Worked with QA team and tested websites to be compatible in all supported environments. Coded, published and tested AOL Welcome Screen Rich Media campaigns. Worked with AOL QA and Development teams during campaigns. Developed and maintained file structure of websites, basic manipulation and maintenance of Flash files. Performed cross browser and platform QA. Worked on video ad banner development and QA. Maintained Viewpoint's corporate website and its advertising division (www.unicast.com) website. Created online ad demos for sales pitches and marketing materials. Managed Viewpoint's Internet marketing and Sales activities from a web perspective, including programming and implementation on web properties.

Achievements:

- Managed all of AOL Rich Media welcome screen advertising campaigns
- Worked with a small team in fast paced environment
- Reduced campaign launch time from 1 day to 3 hours
- Managed and developed Viewpoint's several web properties
- Identified more effective ways of solving programmatic issues in the code and scripts

INTERN

Feb. 2003- Feb. 2004

- Managed Viewpoint's internal web projects and the intranet
- Updated corporate website, featured creative demos that showcased Viewpoint technology capabilities

EDUCATION AND LEADERSHIP

Computer Training - Sam Consulting Services: Various classes included Introduction to Java, Advanced Java programming, Java foundation classes, Internet development with Java Servlets, Enterprise Java Beans, Oracle Database programming and administration.

Montclair State University Montclair, NJ: 4 semesters of undergraduate classes towards a BS Computer Sciences degree, including programming classes in Java and C++.