

JONATHAN C. FARRELL

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Out of the box creative problem solver with a passion for design, user experience, user interfaces and human computer interaction. Strong technical and business management skills with experience managing, organizing and working within teams of developers, content creators, designers and marketers. An entrepreneurial spirit that is comfortable and confident in every aspect of the business. Adept at overseeing all facets of project lifecycle, including initiation and planning; change, risk, and issue management; and guiding QA teams. Able to successfully build strong working relationships with coworkers and clientele, while ensuring cooperation among company departments.

PROFESSIONAL EXPERIENCE

Infor: Manager of Software Development, Hook & Loop
www.infor.com / www.hookandloopnyc.com

March 2017 - Present

Responsible for overseeing and coordinating the people, resources and processes required to deliver new software and upgrade existing products. Monitor progress against intermediate and final development targets. Conduct regular team meetings to review progress and to identify potential obstacles to completion while meeting with stakeholders to update on project status and obtain feedback. Monitor quality to ensure that code meets the technical and business objectives. Continual assessment of team's skill set to identify strengths and weaknesses with targeted mentoring to expand team's skill sets. Provide transparency and communication with respect to the team member's professional / personal goals and relative progress. Track and maintain high team morale and positive working dynamics amongst team members. Interview and hiring for open positions on the team, both direct reports and for the greater organization. Coordinate with other managers and teams to establish consistent methods.

- Setup and execute process for spreading knowledge on technical questions, bug fixes, feature adds and JIRA ticket intake.
- Created release cycle and maintained change logs and release notices go out with releases.
- Enforce policies regarding new feature development and other work for non-core teams is followed.
- Successfully delivered Project MAX, a prototype to demonstrate the next generation Infor CloudSuite experience, powered by Infor Coleman AI. Presented at Inforum 2017 on main stage to 6,000+ attendees.

TAB Networks: Chief Frontend Developer
www.tabnetworks.com / www.worldwidemarkets.com

March 2013 - March 2017

Assumed full responsibility for developing the Company's client interfacing strategy while working closely with the marketing and backend development teams. Responsible to ensure that company websites were structured as a customer-focused, market-facing, corporate resources. Develop services in accordance with company priorities and initiatives to drive revenue and growth. Provide support, advice and guidance on web issues across the company and further develop and enhance the company's web presence through new and emerging technologies.

- Planned, designed, developed and executed various automated email drip campaigns for sales funnels to increase customer interaction and communications.
- Built landing pages with supporting email and SEM campaigns utilizing Google AdWords and Facebook Advertising to see an increase in sales leads, active accounts and customer deposits.
- Integrated various marketing platforms with in house trading system and CRM. This included RESTful API integrations and building out marketing campaigns and content. Systems included Marketo, InfusionSoft and HubSpot.
- Built and maintained various affiliate marketing programs using RESTful API integrations with Network Media Solutions / Etrass and custom built, in house systems.
- Designed and created various print and digital assets including business cards, branding guidelines / style guide, banner ads, email templates and corporate logos.
- Integrated various payment gateways for "instant" customer funding into our trading platforms. Integrations included Allied Wallet, Neteller, Skrill, China Union Pay and YuuCollect.
- Built and maintained a network of multilingual blogs to help create content and keep the corporate websites relevant. Provided monthly analytical reports on blog activity including post and author readership / viral trends.

FXDD: Manager of Web Development
www.fxdd.com / www.forexlive.com

September 2011 - March 2013

Assumed full responsibility in overseeing web technology projects from conception to completion while ensuring timely delivery. Assigned and managed new development tasks and projects via project and issue tracking systems and JIRA. Managed, organized and oversaw the daily operations and activities of the Web Development Team comprised of developers, designers and support resources. Worked and coordinated with peer information systems manager, system/network engineers, creative/marketing teams and corporate communications on all aspects of development as needed. Management duties included the supervision of assigned staff. This included, but was not limited to, conducting performance evaluations, approving paid time-off (PTO), assigning and delegating work, providing on-the-job training, giving guidance to staff, conducting performance improvement plans, taking disciplinary action and interviewing candidates for open positions.

- Lead the team to redesign, launch and grow Forex Live, an industry leading Forex news site that grew to over 10,000 unique visitors a day.
- Launched new corporate FXDD website in 13 languages and 3 regions.
- Worked side by side with design agency to design, implement and launch SEM landing page campaigns in conjunction with print ad campaigns.

FXDD: Technical Project Manager

September 2009 - September 2011

Ran weekly meetings, helping to facilitate communication and maximize productivity. Facilitated User Acceptance Testing (UAT), ensuring that all errors were tracked and reported to development and management teams. Played key role in creating documentation and technical guides for end users. Acted as sole point of contact for end users during platform launches / updates, and helped to troubleshoot problems. Documented and reported findings to facilitate problem resolution. Created and maintained project schedules and documentation while acting as liaison between all company departments.

- Launched Swordfish trading platform and maintained .
- Launched first FIX protocol gateway for Introducing Brokers and business partners.
- Implemented "fifth pip" for more accurate pricing.
- Created templates for business and technical requirement documents and helped to refactor past projects and extract proper requirements

SKILLS

Front End Development:

HTML5, CSS3, SASS, JavaScript, jQuery, Angular, TypeScript

Server Side:

Python, Object-Oriented PHP

Messaging Protocol:

REST, JSON, SOAP

UI/UX:

Adobe Creative Cloud Suite, Sketch, InVision

Operating System:

OSX, Windows; Server OS: Ubuntu Linux, RHEL, IIS

Database:

MySQL, MongoDB, PostgreSQL, SQLite

Front End Frameworks:

Materialize CSS, Bootstrap, HTML5 Boilerplate

Server Side Frameworks:

CodeIgniter, CakePHP

Content Management Systems:

Wordpress, Typo3

Network:

Amazon Web Services (AWS) including EC2, S3, RDS, Route53 and SES

Server:

Nginx, Apache, Apache Tomcat, Windows Server, Node.js, Docker

Version Control:

GIT, SVN; Repository hosting: Private, Beanstalk, GitHub.

VOLUNTEERWORK

Washington Lake Association: Board Member at Large

January 2017 - Present

www.schlegellake.com

The Washington Lake Association is a New Jersey non-profit corporation established in 1947 for the management of Schlegel Lake and its environs. Composed of 261 homeowners, on and off the lake, the WLA owns 28 acre Schlegel Lake and the immediately surrounding land, a four acre park on the west side of the lake and two access walkways on the east side.

Rockland Road Runners: President

January 2014 - January 2016

Vice President

January 2012 - January 2014

www.rocklandroadrunners.org

Rockland Road Runners (RRR) is a 501(c) non-profit organization for runners in and around Rockland County, NY. RRR promotes fitness, friendship, competition, and charity. RRR hosts local races plus has a racing team that competes in NYRR races and other events. In 2014 the Rockland Road Runners donated over \$90,000 to local charities and drew more than 5,700 participants to our five annual races.

Presidential duties, to preside over Board and membership including meetings, administering club activities, and with the majority approval of the Executive Board, to appoint committee chairpersons and special activity coordinators. Responsible to oversee the club's race calendar, represent RRR in the RRCA, local media, events and serve as RRR's chief spokesperson.

Designed, developed, deployed and maintained new club website, along with new logo, branding, and online / print marketing initiatives leading to significant increases in site traffic, new memberships, and active memberships. Oversaw development and deployment of the clubs first online membership system and portal.

AWARDS&RECOGNITION

- Women's Distance Festival Honoree: "One Lucky Guy", 2017
- Rockland County Police Hispanic Society Honoree, 2015
- New York State Assembly Certificate of Merit, Kenneth P. Zebrowski, 2015
- Town of Clarkstown Certificate of Merit, Alexander J. Gromack, 2015
- Rockland County Award of Excellence, Edwin J. Day, 2015
- Town of Haverstraw, Distinguished Service Award, Howard T. Phillips Jr., 2015
- Rockland Road Runners: Don Cordisco Person of The Year, 2015

EDUCATION

Stony Brook University: B.S. Computer Science

Summa Cum Laude honors; GPA: 3.86 / 4.00

- Upsilon Pi Epsilon: International Honor Society for the Computing Disciplines; Vice President
- Contributions to "Google Ocean" Research Project under Dr. Robert Kelly
- Specializations in human-computer interaction, user interface design, and computer graphics