

Agile, quick-thinking software engineer and social media strategist with a sense of humor and experience in product design and creative. Effective manager and self-starter with desire to build platforms and products that unite people under common interests, goals, or experiences.

## Experience

### Principal and CEO at Awexome Labs, Philadelphia, PA 7/2010 – Now

- \* Consulted to various clients as an expert in social media and web strategy, providing strategy and campaign development as well as technical engineering and development of Facebook, Twitter, and online campaigns and landing pages for business and non-profit organizations.
- \* Founded Awexome Labs, LLC on the heels of my experience in social media campaign management, product development, and engineering.

### Senior Software Engineer at Involver, San Francisco, CA 3/2010 – 6/2010

- \* Lead engineer in Custom Services division, specializing in software design and Ruby on Rails development, as well as product design and brand strategy for major partners
- \* Developed campaigns for Facebook as a client, including Goal! Leaderboard World Cup application, which was installed on over 20 partner pages, serving 8 million fans
- \* Contributed to core social media marketing product, integrating search, push, and pull capabilities for Facebook, RSS, and Twitter sources

### Application Genius at Context Optional, San Francisco, CA 2/2008 – 2/2010

- \* Developed over 25 social networking applications in Ruby on Rails, JavaScript, and proprietary platform technologies on Facebook, MySpace, Bebo, and others
- \* Lead contributor to creative, design, and development of interactive marketing products for brands including Microsoft, Live Nation, McDonald's, Electronic Arts, Fandango, Zagat, Palm, NBC Universal, OfficeMax, Timberland, and Safeway
- \* Acted as project and product manager. Exhibited excellent planning, coordination, writing, and communication skills
- \* Install base of projects for which I was directly responsible exceeded 750,000
- \* Scaled highly-available production applications in terms of schema design, caching, and server configuration

### Software Engineer, Platform at CNET, Bridgewater, NJ 6/2006 – 1/2008

- \* Designed, developed, and supported a build and packaging system implemented with a Ruby library wrapping functionality of version control and RPM packaging systems
- \* Lead developer of web-based and command-line tools to automate builds
- \* Contributed to build of external-facing APIs for brands including CNET and Webshots
- \* Supported group efforts in development and support of highly custom Apache web server, Resin application server, MySQL database, and search projects, including Solr
- \* Hired full-time in 2006 based on performance during summer internship in 2005

### Residence Life at University of Delaware, Newark, DE 8/2003 – 5/2006

- \* As a Hall Director, 2005-06: supervised staff of six resident assistants, advised student government serving 600 students, and oversaw creation and execution of academic programming and physical operations in two residence halls housing 220 students
- \* As a Resident Assistant, 2003-05: advised floor of 42 resident students and developed and provided academic and cultural programming to residential complex serving 350 students; held leadership roles in technology and publications on staff of nine.

## Education

### B.S. Computer Science from University of Delaware, Newark, DE 2005

- \* Concentration: Large-scale Web and Data-backed Systems
- \* Minor: Management Information Systems (MIS)

## Skills

Ruby (on and off Rails)  
 Javascript, AJAX, JQuery  
 PHP  
 Shell, Perl  
 C, C++  
 Java, JSP/Servlet

HTML, XHTML, HTML5  
 CSS2, CSS3

Project Management  
 Small Team Leadership  
 Client Relationship Management

Facebook Platform Development  
 Facebook OpenGraph

Database Architecture Design  
 SQL, MySQL, PostgreSQL  
 mongoDB, Redis  
 Memcached

Apache, Nginx, IIS  
 Passenger, Rack, Thin, Mongrel  
 JRuby

Amazon EC2, S3  
 Rackspace Cloud  
 Heroku  
 Salesforce

git, Subversion, CVS  
 Bugzilla, Trac, Pivotal, Basecamp

Mac OS X  
 Linux, UNIX  
 Virtualization

## On the Internets

More details available from my personal website <http://mccolin.com/>

References furnished upon request.