

# James Raymond Alday II

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- Self-motivated problem solver with over 13 years of experience as a full stack web developer.
- Strong background in agile, object-oriented web development in high traffic environments.
- Skilled in project management, server administration and product development.
- Organized and analytical. I have an eye for detail without losing sight of the big picture.

## EXPERTISE

- PHP: Laravel, Yii2, CakePHP, CodeIgniter, Symfony, Zend, Phalcon; Python 3: Flask/SQLAlchemy
- Apache, Nginx, Jenkins, Fastly/Varnish, Redis, MySQL, PostgreSQL, MongoDB, Docker
- AWS: Cloudfront, EC2, ELB, Elasticache, Elasticsearch, Route 53, RDS, S3

## EXPERIENCE

**Senior Software Engineer, Backend**  
Confiant, New York, NY

April 2017 – Current

- Developed APIs for primary reporting interfaces
- Converted custom legacy PHP code to Python 3/Flask for product redesign
- Managed the automation of data analytics, reporting, and client messaging
- Added reporting for newly detected threat types and analytical reporting
- Technologies used: Laravel, Flask, PostgreSQL, MySQL, Redis, Fastly, InfluxDB, Swagger, Grunt, JIRA, Redash, Fluentd, AWS, Docker, Ansible

**Software Engineer, OTT Apps Team (Contract)**  
NBCUniversal, New York, NY

Oct 2016 – April 2017

- Responsible for the creation and maintenance of APIs to support content delivery to multiple 'over-the-top' applications on Apple TV and Roku
- Supported apps for multiple NBC Brands, including USA, Bravo, Telemundo, E!, and SyFy
- Technologies used: Phalcon, Node.js, Gulp, ES6 JS, Github, Rally (CA Agile), Akamai.

**Lead Engineer, Full Stack Development**  
Hearst Magazines International, New York, NY

Aug 2015 – Oct 2016

- Led teams of 4-6 developers from three countries on multiple products.
- Extensive custom CMS and design work on DigitalSpy.com
- Launched and supported over a dozen international sites.
- Deployment and release manager for multiple sites in both weekly and biweekly sprints.
- Technologies used: Laravel PHP, AWS, Node.js, Elasticsearch, Grunt/Gulp, Github, JIRA, Jenkins, Selenium (Python), LESS, Fastly

**Senior Software Engineer**  
Vevo, New York, NY

Jun 2012 – Aug 2015

- Acted as lead developer for a custom content management system.
- Developed tools for content delivery to multiple platforms and apps across more than a dozen territories.
- Technologies used: CakePHP, AWS, Github, Angular, JIRA, LESS, TeamCity, Akamai.

**Web Developer**  
Business Insider, New York, NY

Nov 2010 – Jul 2011

- Created tools for delivering multiple linked ads on heavily cached pages
- Developed tools for managing subscription based emails
- Created templates for edge-side-includes for dynamic pages
- Technologies used: PHP, MongoDB, Varnish, OpenX, Github, JIRA

**Senior Web Developer** Nov 2009 – Nov 2010  
Moonit, New York, NY

- Lead developer on startup providing astrology-based dating compatibility tools
- Oversaw initial site setup, launch, and maintenance
- Developed widget tools used for marketing on partner sites
- Technologies used: Zend Framework (PHP), MySQL, Astrolabe API (alabe.com)

**Web Developer (Freelance)** May 2008 – Jan 2009  
XpresSpa, New York, NY

- Created a system to manage applications for postings at retail locations around the world
- Developed an online membership application that linked to a third-party member rewards program API that triggered creation of a membership card.

**Web Developer (Freelance)** May 2007 – Jun 2007  
TTS Reps, New York, NY

- Created an artist portfolio management website for this art and photography agency
- CMS allowed management of artist photos, biographies, contact information, and slideshows
- Technologies used: PHP, custom flat-file based framework

**Senior Developer** Apr 2006 – Mar 2010  
Delivery.com, New York, NY

- Led refactoring of code from PHP4 spaghetti-code to a custom MVC framework
- Redesigned main search algorithm using MySQL and custom GIS functions
- Created a 2D vector drawing app based on Google Maps API for defining delivery ranges
- Developed custom APIs for exporting menu data to partners
- Developed dozens of scripts to import menu data from third party sources, including CSV, POS data, web scrapes, and XML feeds
- Created an automated order verification system using Asterisk IVR
- Technologies used: PHP, jQuery, MySQL, Asterisk, Google Maps

## EDUCATION

**B.A. Psychology** Dec 2006  
St. John's University, Jamaica, NY

**Psychology Major** 2001-2004  
University of San Francisco, San Francisco, CA

**Computer Science Major** 1996-1997  
New Jersey Institute of Technology, Newark, NJ