

# Rod Boev

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## EXPERIENCE

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### Pip's Island

*January 2018 – Present*

New York, NY

Front-end Development, E-commerce and Digital Marketing Lead

- Mobile-first, front-end web development and motion graphics for an experiential brand experience to immerse visitors into the world of Pip's Island.
- Merge branding portion of site with e-commerce system, unifying merchandise and a ticketing system into a single shopping cart.
- Allow staff to easily edit branding portion of the site using Shogun, an intuitive inline CMS, and e-commerce portion, by creating template customization options within Shopify.
- Vendor management with third-party SEM providers for prospecting and retargeting on PPC and social media platforms. Coordinate with client on correlate with SEO-friendly keyword research.

(Contract on a corp-to-corp basis with Inkreel LLC, my consulting agency.)

### Kim Seybert

*November 2017 – Present*

New York, NY

E-commerce, Digital Marketing and Technical Lead

- Supervise e-commerce development and digital marketing teams for this luxury lifestyle business.
- Implement changes to front-end code base to reduce time to first render by 80% (to <500ms).
- Set up A/B testing and implement highest-performing, statistically-significant tests.
- Streamline checkout for mobile, including adding Apple Pay and PayPal One Touch.
- Optimize ad campaigns across pay-per-click, paid social media and remarketing.
- Coordinate with stakeholders and vendors to keep campaigns relevant on a weekly basis and modify ad spend to maximize conversions and ROAS.
- Drive bottom-line growth by increasing conversion rate 234% and ROAS 316%, on a 3-month trailing basis. Company revenue increased 42% YOY during this initial epic.
- Provide constant visibility for the business into team priorities, tasks and schedules. Present takeaways, insights, and opportunities for improvement on a weekly basis.

(Contract on a corp-to-corp basis with Inkreel LLC, my consulting agency.)

### Inkreel

*May 2001 – Present*

New York, NY

Founder

- Previous clients include Razorfish, Ruder Finn, CAHG, Story Worldwide, Genome Interactive, VineSpring, Mount Sinai School of Medicine, Rutgers University, Schering-Plough and others.
- Partner and maintain relationships with some of the best-known agencies as well as individual clients. Provide ongoing expertise in technical leadership, technology architecture and strategy, e-commerce, and digital marketing, specifically catered to each client-partner.

## Mezocliq

*July 2015 – November 2017*

New York, NY

### Director of Development

- Ownership of development life cycle for company's public facing website. Tasked with creating a unique enterprise marketing approach drawing on the consumer space.
- Leveraged emerging and established web standards and libraries to create an immersive experience that uses hardware optimization in the latest browsers for full screen animations. Engineered to be mobile-first responsive with progressive enhancement for various form factors and platform capabilities.
- Web application development for end-to-end enterprise processes on an SOA based platform designed for real-time big data streaming using Thrift, Kafka, Cassandra and Hadoop.
- Utilize GitFlow branching model in a lightweight Agile environment to meet business requirements for feature criticality, balancing frequent changes and release deadlines and meeting stakeholder expectations.

## Cosgrove Associates

*March 2012 – February 2014*

New York, NY

### Director, Interactive Development

- Practice lead of full-stack development including front-end web, mobile, social media, UX, IA, delivery optimization, backend development, and server software configuration.
- Hands-on leadership, innovation evangelism, and cross-browser best-practices implementation using HTML5, CSS3, responsive design, Ajax, JavaScript & jQuery in a lightweight Agile environment.
- Collaborated with account, strategy, creative and production teams to represent agency's digital media and interactive development services across all channels.
- Executed rapid mitigation strategy for a key client's on-target campaign launch. Triaged and managed technology layer interoperability. Led solutions architecture and implementation.
- Clients included Visa, Barclays, NFL, Chase, Hyatt, Apple, Disney, US Airways, PNC Bank, BB&T, Virgin America, UBS, Ritz-Carlton, Sallie Mae, ADP, IOC, AARP and others.

## Victoria's Secret

*June 2011 – March 2012*

New York, NY

### Senior Front-end Web Developer

- Delivered rich user experiences using HTML5, CSS3, jQuery, XML, JSON and Ajax on a Java based platform.
- Developed coding standards and implemented front-end technologies, frameworks and libraries.
- Created new functionality in front-end codebase and presentation-layer technology portfolio.
- Developed new e-commerce templates. Established timelines, delivered projects on budget and on time.
- Prepared and communicated status updates, issues and opportunities to the business.
- Kept current on emerging trends, best practices, site compatibility and accessibility.

## NBC Sports

*July 2007 – June 2011*

Stamford, CT / New York, NY

### Senior Interactive Designer

- Front-end development lead for NBCSports.com Code designated “best in class” by 360i.
- Evangelized WordPress and developed partnership with Automattic WordPress.com VIP.
- Contributor to WordPress core.
- Managed NBCSports.com redesign, building consensus between cross-functional teams.
- Designed user experience for NBC Sports Talk properties, which comprise the majority of site traffic.
- Integrated technology layer interoperability using content management system and back-end.
- Supervised and trained on-site and third-party designers, developers and editors.
- Executed resource transition plan to bring design and development in-house for cost savings.
- Designed and developed rich media ads and microsites for Fortune 500 brands including Coca-Cola, Toyota, Lexus, Mercedes-Benz, Audi, Samsung, Progressive, Sprint, Wendy's and others.
- Designed NBCOlympics.com video player, viewed 1.3 billion times by 50 million people.

## Solucian Networking

*March 2001 – July 2007*

Denver, CO & New York, NY

### Lead Interactive Designer

Clients included Sand Hill Wines, Johnson Marquez Legal Group, South Denver Pulmonary, Colorado Retina, Wild Farm Alliance, Senator Dave Owen, Hutchinson Black & Cook, Minor & Brown and others.

## eFront Media

*March 2000 – March 2001*

Costa Mesa, CA & New York, NY

### Creative Director

- Directed creative resources for comScore Top 50 ranked network of 150+ affiliated sites.
- Produced compelling mockups for affiliate and partnership advertising opportunities.
- Established, maintained and implemented style and usability guidelines across the network.
- Produced compelling online ads to drive traffic by leveraging cross-promotional opportunities.

## Zone One

*April 1999 – October 1999*

New York, NY

### Design Associate

- Produced mockups for winning bid on significant client account.
- Designed and developed multilingual website for financial firm.

## The I-Word

*September 1998 – April 1999*

Bronx, NY

### Web Designer

- Produced brochure websites for local business owners
- Developed ongoing relationships with clients based on their satisfaction with creative services.

## SKILLS & EXPERTISE

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Digital Strategy, Digital Media, Hands-on Technical Leadership, E-commerce, Front-end Development, Management, Project Management, Cross-functional Team Leadership, JavaScript, CSS3, HTML5, User Experience, Web Applications, HTML Prototyping, Animation, Mobile-first Responsive, Responsive Web Development, Usability, User Flows, Digital Marketing, Pay-per-click (Google and Bing), Paid Social Media (Facebook and Instagram), Remarketing, A/B Testing, Multivariate Testing, Optimizing Ad Spend, Search Engine Optimization (SEO), Content Management Systems (CMS), RESTful Web Services, JSON, LESS, SASS, Gulp, Agile Methodologies, Scrum, Kanban, NoSQL, Git, GitFlow, JIRA, WordPress, WordPress.com VIP, Advertising, Adobe Creative Suite, Interaction Design, User Interface Design, Information Architecture

## PROJECTS

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### Pip's Island *(2018)*

<http://www.pipsisland.com/>

### Kim Seybert *(2017 - 2018)*

<http://www.kimseybert.com/>

### Mezocliq *(2016 - 2017)*

- Responsible for Mezocliq's client-facing, big-data cloud-based enterprise web application.
- Contributions ranged from improving the responsiveness and UX throughout the web app, to building out dashboards that broke out details of complex financial instruments.

### Mezocliq *(2015 - 2016)*

<http://www.mezocliq.com/>

- Developed the company's website, as well as prototyped the motion graphics concept used. Leveraged the latest web technologies and libraries for hardware-accelerated animations.
- The pages zoom out and reorganize into blocks as a metaphor for the way the company reorganizes and structures data.

### Virgin America *(2013)*

<http://virgin-qa.cosgrovenystaging.com/>

- Created this experiential marketing microsite for a co-branded Virgin America card with Barclaycard.
- Responsible for front-end and motion graphics development.

## Barclaycard Arrival *(2012)*

<http://www.cosgroveny.com/portfolio/open-market/>

<http://arrival.cosgrovenystaging.com/>

- Developed the digital campaign for the highly successful Arrival credit card.
- Focused on realizing the creative vision while making the website very quick to load and navigate.

## NFL Extra Points *(2012)*

<http://www.nflextrapoints.com/>

- Developed a dynamic site that automatically generated 100+ pages, customized for 32 teams as well as specific promotions that each offered.
- This project established Cosgrove's ongoing development engagements with Barclays.

## NBCSports.com *(2010 – 2011)*

<http://www.nbcsports.com/>

- Responsible for all front-end development of NBCSports.com.
- Coordinated with NBC ArtWorks on the design.
- Managed all stakeholder communications throughout the design and development process.

## EDUCATION

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### University of Virginia

Charlottesville, VA

Doctoral studies, Molecular Medicine (Physiology, Pharmacology, Pathology)

### Stony Brook University

Stony Brook, NY

B.S., Pharmacological Sciences

### The Bronx High School of Science

Bronx, NY