

# Rod Boev

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## SUMMARY

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From NBC Sports and Victoria's Secret to Visa and the NFL, I've worked with some of the world's biggest brands and have a strong record of on-time and on-budget deliveries.

- Technical lead for Fortune 500 companies with 15 years experience in digital.
- Experienced in leadership and individual contributor roles in companies of all sizes, including several well-known marketing and advertising agencies.
- Effective team leader with the ability to build consensus and cohesiveness within a group. Collaborative, inclusive and flexible. Strong interpersonal communication skills.
- Specialize in designing and developing digital projects that are a pleasure for consumers to use, and intuitive interactions that break out complex data in an accessible way.
- Resourceful individual contributor with careful attention to detail, the ability to creatively problem-solve, and complete tasks with minimal supervision.
- Contributor to WordPress Core, and familiar with most popular e-commerce and CMS platforms.
- Experienced in working with and building RESTful APIs; fast, in-memory databases; familiar with building performant queries, including using ORM tools.

## EXPERIENCE

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### Inkreeel (basedin.nyc)

*December 2017 – present*

New York, NY

#### Full-stack web developer

- Under the umbrella of my own consulting agency, I partner with well-known advertising and marketing agencies, as well as individual clients.
- Clients include VineSpring, Pip's Island, Kim Seybert and Mezocliq.
- Former clients include Razorfish (now Sapient Publicis), Ruder Finn, CAHG, Story Worldwide, Geno.me, Mount Sinai School of Medicine, Rutgers University and Schering-Plough.
- Most recently, I've found a niche in driving bottom-line metrics: employing data science and meaningful analysis to draw out new business insights. These projects are generally designed to meet an initial specific business need, and evolve as the data is analyzed, leading to continuous improvement in moving-target KPIs.

#### Featured client: Kim Seybert

- Drive bottom-line growth by aligning efforts across e-commerce development and digital marketing to business KPIs. Lead and make direct contributions to those efforts. Refactor front-end code base. Implement best practices around ES9 and graceful degradation. Modernize workflow by implementing a Node.js-based toolchain. Reduce TTSR by over 80%.
- Implement user behavior analytics, A/B testing and replay analysis. Streamline and optimize checkout flow. Integrate Apple Pay and PayPal One Touch for mobile users.
- In a trailing-3-month period, increase conversion rate 234% over e-commerce industry average, ROAS by 316%, and revenue by 42% YOY, normalized for visitors and promotions.

## Mezocliq

*July 2015 – November 2017*

### Director, 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.
- Implement an ES7, standards-based approach to create an immersive experience with full screen, 120 fps motion graphics, leaning heavily on hardware-accelerated animation.
- Build a mobile-first responsive site with progressive enhancement for various form-factor and platform capabilities.
- Use trunk-based development to reconcile disparate codebases in a Kanban environment, managing business requirements for feature criticality, frequent changes, and rapidly evolving release deadlines, establishing a record of meeting deliverables on-time and on-budget.

## 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.
- Collaborate with account, strategy, creative and production teams to represent the agency's digital media and interactive development services across all channels.
- Supervise and mentor team of developers for parallel engagements and larger projects. Engage freelance graphic designers to augment in-house team for specialized campaign executions.
- Hands-on leadership and innovation evangelism across Adobe, GroupM, and Barclays. Implement a best-practices full-stack approach using vanilla JS, AJAX, jQuery, and WordPress/PHP.
- 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 many smaller companies.

## Victoria's Secret

*June 2011 – March 2012*

New York, NY

### Senior Front-End Web Developer

- Delivered rich user experiences using a modern front-end stack (HTML5, CSS3, and jQuery.)
- Develop entirely new e-commerce templates by leveraging APIs exposed by an otherwise very limiting. CMS.
- Developed coding standards and implemented front-end technologies, frameworks and libraries.
- Added new features and functionality in front-end codebase and presentation-layer technology portfolio, including ingestion and processing of XML and JSON data feeds.
- Collaborated with cross-functional teams to establish timelines and feature requirements.
- Delivered every project on budget, well before it was due.
- Prepared and communicated status updates, potential issues, and opportunities to the business.
- Evangelized emerging trends, best practices, site compatibility, and accessibility standards.

# NBC Sports

July 2007 – June 2011

Stamford, CT / New York, NY

## Senior Interactive Developer

- Managed NBCSports.com relaunch effort and led development of front-end codebases.
- Developed code designated “best in class” by 360i in comScore’s Top 10 Digital Media Sports.
- Supervised and trained developers, designers and editors on CMS best practices.
- Planned and executed transition effort to bring development in-house/on-premises.
- Developed WordPress.com VIP Partnership with Automattic. Evangelized WP within the company.
- Contributed to WordPress Core branch to implement new template functionality.

## WORK SAMPLES AND RECOMMENDATIONS

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- Work samples: <https://basedin.nyc/projects>
- Recommendations: <https://basedin.nyc/recommendations>
- References upon request.

## SKILLS & EXPERTISE

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Technical Leadership. Digital strategy. E-commerce. Front-end and full-stack development. Project management. Cross-functional team leadership. JavaScript/ES10. React. CSS3+ and SCSS. Semantic HTML5. User experience/UXD. UI and IA design. Cloud-based web applications. Functional prototyping. Motion graphics development and animation. Node.js-based RESTful API development and web services. JSON, SASS, Webpack. Agile Methodologies, Scrum, Kanban. MongoDB/NoSQL, Git, trunk-based development and Gitflow. Mobile-first responsive and progressive enhancement. PPC SEM, social (Facebook, Instagram, Twitter, and targeted viral), remarketing, and SEO. A/B testing. WordPress (Core contributor) and WordPress.com VIP. JIRA and Basecamp. Expert-level Adobe CC, optimization, and quantization techniques.

## EDUCATION

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### Stony Brook University

B.S., Pharmacological Sciences

Stony Brook, NY

2001-2006

### The Bronx High School of Science

Advanced Regents with Honors

Bronx, NY

1997-2001