

John Foderaro

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Senior Software Engineer with over ten years of professional experience. Currently developing high-throughput, low-latency software for the web with an emphasis on performance and simplicity. I find great joy in crafting code that is readable, visually appealing, testable, and scalable.

Experience

Mediavine - Advertising Technology

Remote, United States

Software Engineer III (senior-level position)

Apr 2022 — Present

- Develops systems that serve several billion ad impressions per month, reaching upwards of 100,000 network requests per second across more than 16,000 websites in food, travel, lifestyle, and entertainment categories
- Increased network-wide revenue by 12% through the integration of identity graph services for bid enrichment
- Engineered registration wall targeting low CPM impressions, collecting 150,000 new emails network-wide for use with identity graph services for bid enrichment via user signaling and user intent attributions
- Implemented a two factor authentication system, enabling the securing of over 18,000 publisher accounts
- Developed publisher onboarding backend services and automation, reducing publisher onboarding time by 50%

Software Engineer II

Feb 2021 — Apr 2022

- Promoted to Software Engineer III for exceptional performance in publisher migration efforts
- Lead engineer responsible for creating systems to migrate Mediavine's entire publisher inventory from Google SPM to Google MCM, retaining 25% of network-wide revenue that's represented by Google AdX demand
 - Job processing queues and a publisher support administrator interface were developed over the Google Ad Manager API, where publishers and their websites were systematically enrolled and migrated prior to the deprecated SPM platform reaching the end of its life, avoiding any and all revenue interruptions

Software Engineer I

Apr 2019 — Feb 2021

- Promoted to Software Engineer II for exceptional performance in GDPR compliance efforts
- Lead engineer for Mediavine's Consent Management Platform, which was developed with IAB Europe's Transparency & Consent Framework for GDPR privacy compliance and regulation
 - Enabled Mediavine publisher traffic throughout Europe access to the appropriate tools for managing consent for processing personal data while retaining revenue performance and ensuring legal compliance

WorkWave - Field Service Management SaaS

Holmdel, NJ

Software Engineer

Mar 2018 — Apr 2019

- Lead engineer for WorkWave's Sales Assistant application, one of the company's first React SPAs over their premier SaaS platform, which provided clients throughout the field service industry a customizable interface for both their staff and customers to interact with where service appointments could be scheduled and sold

Web Developer

July 2014 — Mar 2018

- Led WorkWave's corporate marketing department website transition, replacing their aging Joomla! CMS with modern JAM stack technologies, which secured critical lead-generating websites from PHP vulnerabilities while contributing to a 50% decrease in development time and 15% increase in lead-generating performance

Technical Skills

- JavaScript, TypeScript, Node.js, Ruby, Ruby on Rails, Edge Computing, Systems Design, A/B Testing, SQL

Education

Monmouth University

West Long Branch, NJ

Bachelor of Arts in History with a Minor in Geography