



**Mark Litwintschik**

**Born:** July 2nd, 1982

**Nationality:** Canadian

**Visa:** EEA Family Member

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## Profile

I am an ambitious, friendly and experienced developer; workaholic by nature and level minded even in the most stressful situations.

I work to ensure projects are built to meet the specifications, delivered on time and work the first time. I don't leave things to chance.

I am constantly improving my skills. When I'm done work at the end of the day, I'll be at home learning about the latest web development techniques, finding great new libraries and frameworks and generally learning to be a better developer.

## Education

### **University College London**

September 2007 - March 2008

London, UK

Estonian language course.

### **Lord Beaverbrook High School**

June 2000

Calgary, Canada

Graduated High School with advanced placement in Computer Sciences.

## General Skills

| <b>Linguistics</b> |  |
|--------------------|--|
| English            | Native speaker   |
| German             | Good; Spoken for 6 years; Used in family and work life |
| Estonian           | Basic; Finished 6 month course at UCL                  |
| Russian            | Currently Studying at KCL                              |

## Technical Skills

| <b>Programming and Scripting</b> |          |         |
|----------------------------------|----------|---------|
| PHP 3/4/5                        | 7 Years  | Expert  |
| XHTML / HTML                     | 11 Years | Expert  |
| CSS                              | 8 Years  | Good    |
| JavaScript / jQuery              | 3 Years  | Good    |
| Flash + AS2/3                    | 2 Years  | OK      |
| XML / XSLT / RSS                 | 3 Years  | Expert  |
| Bash                             | 7 Years  | V. Good |
| Subversion                       | 2 Years  | Good    |

| <b>Databases</b> |         |         |
|------------------|---------|---------|
| MySQL 3/4/5      | 7 Years | V. Good |

| <b>Server Software</b> |         |         |
|------------------------|---------|---------|
| Apache                 | 7 Years | V. Good |
| PowerMTA               | 3 Years | V. Good |
| Load Balancing         | 2 Years | Good    |
| Sphinxsearch           | 1 Year  | Good    |
| Memcached              | 1 Year  | Good    |
| Amazon S3              | 1 Year  | Good    |

| <b>Content and Analysis</b> |         |         |
|-----------------------------|---------|---------|
| Email marketing             | 4 Years | Expert  |
| SEO                         | 4 Years | Good    |
| PPC                         | 3 Years | Good    |
| Accessibility               | 3 Years | V. Good |

|               |         |         |
|---------------|---------|---------|
| Web Analytics | 5 Years | V. Good |
|---------------|---------|---------|

| <b>Operating Systems</b> |          |         |
|--------------------------|----------|---------|
| Windows                  | 16 Years | Expert  |
| Linux                    | 7 Years  | V. Good |
| MacOS                    | 7 Years  | Expert  |

| <b>Office and Design Software</b>                      |          |         |
|--|----------|---------|
| MS Office  | 13 Years | V. Good |
| 3DS MAX  | 7 Years  | V. Good |
| Mental Ray   | 2 Years  | OK      |
| Maya   | 1 Year   | OK      |
| Photoshop  | 10 Years | Expert  |
| Reason   | 2 Years  | Expert  |
| Video Encoding w/ various codecs and container formats | 2 Years  | Expert  |

## Work Experience

### **PHP Developer**

New Energy Finance

January 2009 - Present

London, UK

New Energy Finance researches investment in clean energy and carbon trading. They provide information to Governments, Banks, Funds and other financial institutions. They have offices in 8 countries around the world and 120 staff members.

I re-built the company's corporate site using the codeigniter php framework, mysql, memcached, jquery, xhtml, css, photoshop, pngoptimizer, firebug, ySlow and Wireshark. I used a large number of optimizations from ySlow, Yahoo's tool and help guide.

I built a CRM system that sends emails via PowerMTA. It was built using an off-the-shelf html/css template, codeigniter, some Zend libraries, nicedit (for the cms WYSIWYG email-creation system), several bash scripts running via cron jobs, PowerMTA, postfix and nagios all running on Ubuntu Linux. There were a lot of email best practices built in like domain keys, spif, auto-bounce handling (works in 12 languages and a huge range of formats), pre-headers, stats overlaying and lyris testing (tests against 10 spam engines, 40 email clients and 400 ISPs).

I integrated Adobe's LiveCycle Rights Management system with our internal MySQL database of user records using 2 java components. They are now able to distribute their PDFs in a secure fashion. Users must enter their details in order to open any PDF. If their account expires, they can't open our PDFs anymore.

We spent 3 days researching PHP frameworks to decide on which would be the best to work with. We ended up going with codeigniter and Zend. I setup trac and SVN and helped design a new workflow for the tech team.

I made significant optimizations to the production database and the main paid-for and corporate websites bringing load times down from ~6 - 60 seconds per page to near-instantaneous in some cases.

I built a web service system so common and complex tasks can be abstracted through a REST-based Web Application system.

I'm currently doing a lot of design in Photoshop, Information Architecture and jQuery-based prototypes for some new projects.

### Technology Director

Kieon

September 2008 - January 2009

London, UK / Bangalore, India

Kieon is a technology-neutral software development firm that mostly writes .NET and PHP code for UK-based marketing firms. Their clients include several top marketing agencies and as a result, have a wide and varied end-client list.

As Technology Director, I pitched to and met with UK-based clients and end-clients as a technical representative for our 60-strong development team in India.

On projects we'd won, I would take specifications, vet them for any issues and organize the projects with account managers, project managers and development teams in India.

I would dictate how the software was to be developed and on occasion I would have to step in to write code myself.

I brought in best-practice procedures for LAMP-based development, Front end development, version control, mass-email

sending, knowledge sharing via wikis and hosting on Linux-based platforms.

I oversaw work done by the team in Bangalore and made sure they met clients' expectations here in the UK.

I worked for 2 weeks in India setting up new development procedures, sorting out technical infrastructure and training staff.

### Technical Manager / Lead Developer

blue barracuda marketing ltd.

March 2004 - September 2008

London, UK

Clients:

|                 |                        |
|-----------------|------------------------|
| Angels          | LOVEFiLM               |
| Austin Reed     | Nectar                 |
| BAA             | NMA                    |
| Barchester      | Novus                  |
| BlackBerry      | Noble House Media      |
| Buy Cosmetics   | Office World           |
| Danone          | Pizza Hut              |
| ELC             | PricewaterhouseCoopers |
| Fat Face        | Royal Bank of Scotland |
| Financial Times | Staples                |
| Goldsmiths      | T-Mobile               |
| Hamleys         | TGI Fridays            |
| Harrods         | The Banker             |
| ISBA            | UKTV                   |
| ITV             | Williams F1            |
| Krispy Kreme    | Xerox                  |
| Laithwaites     | Visit London           |

I had a significant technical and planning role in most projects for the majority of our 40-some-client base.

I developed websites, bespoke tracking setups, podcasts and email, viral, SEO and Adwords campaigns.

I built database-driven websites that run and scale over our load-balanced servers.

I sent ~1.5 million emails a month for our clients. I also managed a server for a client that sends email to every other household in the UK. My technical knowledge and experience helped us win some very large CRM clients.

I helped design the business plan for our office branch in Estonia.

I played a large technical role in getting a clustered CMS system ready for flash video hosting for Harrod's "Design Icons" campaign. I also provided a lot of advice on editing and encoding methods.

In 2004, I spearheaded the compliance of W3C standards such as XHTML, CSS and Accessibility with several client websites. Among these are the Heathrow, Gatwick and Stansted Airport websites we did for BAA.

### **My leadership within blue barracuda**

I was the lead developer / technical project manager for several tight-deadline projects. I would instruct up to 4 PHP developers, 3 front-end developers and 1 tester on what to do. I would report back to our client services and board on the project progress regularly.

In London, I helped put in place guidelines for most aspects of our LAMP-based development. We used code ownership and small incremental updates whenever possible to minimise issues. All updates were tested on recreated live websites in a development environment before going live.

I never used any named methodologies per se but instead went with what made sense on the projects we were working on and what past experience had taught us. The book Pragmatic Programmer was a huge inspiration to my thinking.

Though most of my work was done in London, I also had a hand in setting up our Estonian office.

I trained staff in Estonia on using Analytics Packages effectively and basic usage of MySQL for statistical analysis.

I helped setup guidelines for XHTML/CSS/Email development and testing procedures for all work completed by our Estonian team.

A given week could see as many as 20 different projects on my desk; with a small number of clients, we couldn't afford for any of them to be anything less than impressed.

Primary Software and Skills Used: PHP, MySQL, XHTML, CSS, Linux, Apache, SVN, SEO, PPC, Photoshop, Flash, Action Script 3, MS Office and QuickTime.

### **Web Application Developer**

COMBridge AG

September 2002 - March 2004

Bremen / Wolfsburg / Hannover, Germany

I developed web applications for my company to support their SAP projects with Volkswagen and Audi. I also built the company homepage, several internal tools and helped build and maintain a server cabinet.

Primary Software Used: PHP, MySQL, XHTML, CSS, Photoshop and MS Office.

### **Technical Support**

Eclipse Internet

September 2001 - April 2002

Exeter, UK

I worked as a technical support advisor helping clients with various Internet products Eclipse provided including dial-up, DSL, leased lines, co-lo services and hosting.

### **Corporate Sales**

PSINet Canada

December 2000 - September 2001

Calgary, Canada

I worked in business sales selling DSL and various hosting pages to corporate clients.

### **Interests**

I enjoy photography, reading, computers, travel, Formula 1, running, roller blading, swimming and learning languages.

*References Available upon request.*