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SUMMARY

With expertise in technology and leadership, I successfully unified our cross-functional Marcom team's technology stack, achieving total audience capture through Google Data Layer analytics. This laid the groundwork for future personalization efforts. Leading the development team, we produced the award-winning 2022 World Cup campaign, showcasing our team's skill and commitment.

Applying agile methodologies, I introduced repeatable processes that doubled our sprint velocity and tripled our release frequency, boosting productivity and enabling quicker delivery of top-tier web features. Successfully migrating our website to a new software stack in just six months, we drastically improved our Google Lighthouse ranking and increased our page view count by 1.5x, accomplishments that earned recognition at the 2022 WordPress VIP conference.

My strategic guidance on high-profile campaign websites resulted in a threefold increase in revenue. Additionally, through building robust vendor relationships, I ensured the latest feature integrations in our technology stack, thus cementing our competitive edge. My mentorship approach has also proven effective, highlighted by a mentee's successful transition to a full-stack engineer role at a Fortune 500 company.

SKILLS

- Supervision & Leadership
- Agile Software Development
- Communication and Interpersonal Skills
- Time Management and Prioritization
- Complex Problem Solving
- Project Management
- Product Development
- Friendly, Positive Attitude
- Teamwork and Collaboration
- Software Development Lifecycle
- Google Analytics
- Web Architecture
- DevOps Engineering
- Javascript Libraries and Frameworks
- Back-End and Database Skills
- Front-End Programming

EXPERIENCE

Director of Web Applications Development, Nielsen, December 2021-Current
Oldsmar, FL

- Collaborated with a rapidly growing cross-functional Marcom team, unifying the technology stack and enhancing data capturing for Tech & Data. Integrated Google Data Layer analytics through a custom-built feature set that captured 100% of our audience, enabling personalized journeys for new and repeat visitors. This initiative sets the foundation for future personalization efforts and powers a personalization engine
- Drove the development team to build the 2022 World Cup campaign, leading to a nomination for a 2023 Streamy award. The campaign ranked in the Top 3 best websites and won the fan favorite award, showcasing our team's exceptional skills and dedication
- Developed repeatable agile processes and roadmaps, resulting in 2x velocity per sprint and a 3x increase in the frequency of releases. This streamlined approach enhanced productivity and allowed faster delivery of high-quality web features
- Led and managed the successful migration of our existing website to a new software stack within a tight 6-month timeframe. This effort significantly improved our Google Lighthouse ranking from 40% to 90%+ and increased the page view count by 1.5x. Our team's accomplishments were recognized at the 2022 WordPress VIP conference, where we presented and shared our achievements and learnings
- Provided strategic advice on the development and scope of numerous high-profile campaign-driven websites, including the Nielsen Annual Marketing Report. These initiatives resulted in a 3x increase in generated revenue, demonstrating the value of our web development expertise
- Cultivated strong relationships with vendors, collaborating closely to implement their latest features into our technology stack. This proactive approach positioned our organization's stack ahead of the competition, ensuring we remained at the forefront of industry trends
- Served as a mentor to junior and aspiring developers, guiding their growth and providing valuable support. One of my mentees eventually transitioned into a full-stack engineer role at a Fortune 500 company, highlighting the effectiveness of my mentorship

Principal Software Architect, Ideasphere Labs, January 2021-Current

Florida

- Help found a company to specialize in CMS migrations to WordPress, with a Silver partnership through WordPress VIP.
- Interacted with clients to provide timely and relevant status updates regarding CMS migrations
- Collaborated closely with clients each week to provide updates on project direction.
- Analyzed software that was not performing to expectations and recommended techniques for improvements.
- Delegated and prioritized tasks and initiated timeframes for when tasks had to be completed.
- Analyzed code and corrected errors to optimize output.

Principal Architect, Nielsen, January 2018-January 2021

Oldsmar, Florida

- I was responsible for drafting and executing the strategy to separate the company's marketing stacks, Mobile, Web, AWS, and SFMC
- Successfully led a team of developers to migrate from our existing CMS and rebuild a large-scale corporate website into a new CMS using the latest libraries and frameworks while

delivering it within a 1-year n half-time frame. Our early built blocks inspired the WordPress core team to build similar blocks into core WordPress!

- Strong track record of hiring and building talented development teams and have overseen several successful migrations, including the migration of Nielsen.com. An early adopter of the WP Gutenberg Block Editor
- Expanded my expertise to become a Technical Architect for Salesforce
- Marketing Cloud and AWS Architect for Marketing Technology
- Training new and junior developers. Upon training one individual, they were hired as a full-stack engineer on my team

Senior Software Developer, 3PointsSoftware, January 2018-Current

- Prototyped and developed a unique tool for Nurses to use towards insurance ranking with ICD-10 diagnosis codes
- Developed the product and technology roadmap and strategy from concept to launch.
- Identified issues in software processes and implemented optimization.
- Tested software to alleviate bugs and troubleshoot issues prior to going live.
- Designed user-friendly software interfaces to simplify overall management.
- Conducted full lifecycle software development from planning to deployment and maintenance.

Principal Software Developer, Nielsen, January 2016-January 2018

Oldsmar, Florida

- Developed and designed several public and internal products
- Created AWS stacks to support the launch of careers.nielsen.com
- Operated as the licensee and distributor for all Apple, Amazon, and Android applications

Senior Software Developer, Nielsen, January 2013-January 2016

Oldsmar, Florida

- Responsible for building and developing a variety of web applications, external websites, and campaigns
- Initiated several company website audits of older technology stacks and created guidelines for using newer technologies that adhered to best practices
- Created several AWS server environments and architected web-based scaling solutions for demanding use cases
- Built, designed, and maintained Nielsen's flagship mobile apps

Software Developer, Nielsen, January 2012-January 2013

Oldsmar, Florida

- By envisioning, managing, and building internal web applications that became a key part of Nielsen's workflow
- Created external, public-facing websites and campaigns for the company
- Strong skills in software development and project management were instrumental in the success of these projects

Software | Flash Developer and Designer, SOE, January 2010-January 2011

Tampa, Florida

- I designed and developed interactive Flash-based training games for voting districts in the United States
- Designed and built websites for county election offices across the country
- Created 3D interactive models of voting machines
- Produced motion graphics and videos for online training and on-site filming

EDUCATION AND TRAINING

Business Strategy, McKinsey, January 2021

Architecting On AWS, TLG Learning, January 2020

Agile & Dev Ops Management

ITIL, January 2017

Bachelor of Arts

Computer Software And Media Applications, Art Institute of Tampa, January 2010