

Adrian Chrysanthou

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Experience

Nielsen – Oldsmar, FL

Director of Web Development, Tech and Data Marketing

2021 – Present

- Developed and implemented a complete web application strategy with an emphasis on efficiency and cost reduction. Reduced the shift from relying on external third-party systems to building high-performing blocks for data visualization with React, Charts.js, Cron, and Google Sheets API. The [Top Ten](#) page was re-introduced through a [data center hub](#), and load time decreased from 18.2 seconds to 4.6 seconds as a result of the strategy.
- Identified and addressed key operational inefficiencies in alignment with strategic objective to position company as a global leader: reliance on manual translation processes. Transitioned and implemented manual translation processes to an AI-assisted service, minimizing delays and costs while maintaining page load performance and improving scalability in international markets.
- Strategic focus on streamlining team operations and improving skill sets, doubling existing team sprint velocity, and three-fold increase in release cycle per month. This increase in sprint pace and release schedule has directly benefited business objectives.
- Integrate Google Data Layer analytics into every WordPress core and custom WordPress blocks, enabling data-driven audience engagement and creation of personalized user experiences and significantly transforming the company's audience engagement approach, making it more data-driven and responsive.
- Drove development team in creating [2022 World Cup campaign](#) with alignment from digital marketing, brand, and social media marketing strategies, earning [2023 Shorty's Award nomination](#). Secured top 3 rankings and won the fan favorite award, highlighting development team's excellence and incorporation of brand design.
- Advised on cross-functional marketing departments' initiatives, most notably the [Nielsen Annual Marketing Report](#), and devised a plan to do away with contractual development in favor of a reusable WordPress theme and blocks that culminated with other marketing teams' initiatives generating three times as many leads and were a catalyst for future campaign processes.
- Oversaw website's successful migration in a record-breaking six months, adopting block templates consisting of Tailwind CSS, Roots.io, and Alpine.js. Core Web Vitals significantly improved, and Google Lighthouse rankings increased from 40% to 90%+, with a 1.5x increase in page views. The team's efforts were highlighted at [2022 WordPress VIP conference](#) as a key speaker.
- Cultivated strong relationships with vendors, collaborating closely to implement their latest features into marketing technology stack. A proactive approach positioned the organization's stack ahead of the competition, ensuring we remained at the forefront.

Principal Software Architect, Marketing

2018 – 2021

- Led strategic planning and execution for segmentation of integrated marketing stacks across company's mobile applications, marketing web applications, AWS marketing cloud infrastructure, and Salesforce Marketing Cloud (SFMC), improving platform-specific performance while maintaining marketing ecosystem coherence.
- Coordinated with cross-functional teams to successfully migrate major corporate websites to WordPress within 18-month timeline, resulting in being recognized for innovation by WordPress core team.
- Enhanced content management capabilities by developing and leading technical teams to complete crucial migrations and implement WordPress Gutenberg Block Editor early.
- Hired and built web development team following company's separation and implemented a new CI/CD pipeline using CircleCI and GitHub. Educating web developers about Scrum and Agile procedures.
- Fostered the professional development of junior engineers through mentoring, resulting in one mentee's promotion to full-stack engineer within the web development team.

Principal Software Developer, Watch Technology

2016 – 2018

- Developed scalable AWS infrastructure to support high-traffic WordPress platforms, incorporating auto-scaling EC2 instances and RDS for robust database management.
- Conceptualized and managed team to develop and integrate job posting feeds, aggregating data from various HR systems, ensuring real-time updates and data consistency on company's career website.
- Served as subject matter expert for mobile applications across Apple, Amazon, and Android platforms and mentored interns in creating an Apple-certified website for internal app deployment.

Senior Software Developer, Global Watch

2013 – 2016

- Collaborated with Snapchat's product team to develop A/B social feed for advertising, successfully delivering project by addressing recurring challenges and streamlining requirements.
- Led technological evolution of web-based trivia games from Adobe Flex and SQL to responsive-first software stack (JavaScript ES2016, Bootstrap, MySQL), culminating in the delivery of a World Cup trivia game that increased user engagement and brand presence, along with a shoutout from CEO at a town hall.

- Conducted comprehensive audits of company's web properties, establishing new development standards and facilitating the transition to updated technologies, which resulted in improved web performance and cohesion across digital assets.
- Engineered and maintained key web applications, including an internal HR tool for emerging leaders.
- Architecting scalable AWS environments to support high-demand scenarios and oversaw development of iOS mobile apps.

Software Developer, Watch Technology

2012 – 2013

- Developed proof of concept where customers can interact with a global interactive map, supplying data that the company has collected on the growth, sales, and demographics of its products, separated from those of rival customers. Resulting in the effective creation and release of an advanced data visualization tool that surpassed customers' expectations and enhanced the business's standing as a provider of high-value solutions.
- Developed and executed public websites using PHP, HTML, CSS, JavaScript, and ActionScript 3. Overseeing the creation of internal web applications, increasing productivity and workflow efficiency.

SOE – Tampa, FL

Software Developer and Designer

2010 – 2011

Projects

[Arti Bot](https://github.com/f00d4tehg0dz/ai-chat-discord-bot)

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- Developed [Discord bot](#) leveraging Discord.js, incorporating MySQL for easy data handling through Rest APIs. Enabling numerous hosted StableDiffusion servers to communicate in real-time using Websockets. Incorporating ChatGPT API to enable real-time communication, generation of music, and selection of several diffusion models to generate from.
- An article on [Medium](#) was written to teach and demonstrate the capabilities and possibilities of generative AI.

ChatGPT and Unreal Engine Google Maps Experience:

<https://github.com/f00d4tehg0dz/FlyThroughGoogleMaps>

- Immersive Unreal Engine app with interactive 3D fly-through of Earth controlled by ChatGPT using Google Maps API and Cesium.

[45Chaos.com](https://github.com/dekoding/45-chaos-stats)

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- Key player in creation and growth of 45Chaos.com from 2018 to 2021 as founder, designer, and principal architect. Initially, worked on building versions 1 and 2 of the website, using expertise in PHP and Python to ingest Google Sheet data and images and display them in an interactive and enticing website experience.

[TheWheelhaus.com](https://github.com/f00d4tehg0dz/wheelhaus)

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- Replacement tool for a media company that specializes in video creation on YouTube. The website-built roulette wheel spins and finds games in real-time, giving users a fun and interesting way to choose at random from a variety of games available worldwide or in their STEAM library.
- Created a companion [Discord bot](#) to improve UI and accessibility integrated with the website. By using custom REST API, this bot allows users to communicate with The Wheelhaus straight from Discord, improving overall gaming experience.
- Version 1 was developed in PHP and Python. Version 3 (current) was re-architected in Vue JS.

3PointsSoftware

<https://www.3pointsoftware.com>

- Architected and built an industry-first tool for nurses to employ towards insurance ranking with ICD-10 diagnosis codes using Bootstrap, JavaScript, PHP, and MySQL with a mobile-first design.
- Designed user-friendly software interfaces to simplify overall management.
- Carried out software development lifecycle, from strategy to implementation and upkeep.

Ideasphere Labs

<https://ideaspherelabs.com>

- Having a [Silver Partner relationship](#) through WordPress VIP, co-founded business that specializes in CMS migrations to WordPress.
- Interacted with clients to offer timely and appropriate status updates about CMS migrations.
- Analyzed software that was not functioning to expectations and proposed enhancement strategies.

Education

Art Institute of Tampa – BFA Computer Software and Media Applications

2010

Skills

Web Development: React, Express.js, MongoDB, MySQL, CircleCI, Gulp.js, Yarn, Postgres, Postman, Vue.js, Next.js, Webpack

DevOps: Google Cloud Platform (GCP), Amazon Web Services (AWS), Docker, Digital Ocean, Nginx

Languages: JavaScript, TypeScript, Node.js, PHP, Python

Leadership: Agile, Budget Planning, Strategy Planning, Vendor Management

Tools: Salesforce, Scrum, Google Analytics, Confluence, Trello, Jira