

# Mark Paone

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## SUMMARY

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Versatile technical lead with over 10 years of experience across development and management roles and a proven record of bringing products from concept to production. Generalist who can adapt to any development stack and thrives on finding creative solutions within tight budgets and deadlines.

**JavaScript** (Node, React) – **Go** – **Python** (Django, Flask) – **PHP** (Laravel) – **Ruby** (Rails) – **C++** – **Java** – **Rust** – **ActionScript**  
**PostgreSQL** – **MySQL/MariaDB** – **Redis** – **Kafka** – **MongoDB** – **Cassandra** – **InfluxDB** – **Elasticsearch** – **Logstash** – **Kibana**  
**Nginx** – **Apache** – **HAProxy** – **Varnish** – **Prometheus** – **Ansible** – **Jenkins** – **Docker** – **Kubernetes** – **Amazon Web Services**

## EXPERIENCE

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**Path Network** January 2018 – December 2019 New York, NY (Remote)  
**Chief Operating Officer** [Jan – Dec 2019], **Director of Operations** [Aug – Dec 2018], **Lead Software Engineer** [Jan – Jul 2018]

- Budgeted, planned, and managed launch of company network expansion across Los Angeles, New York, and Amsterdam. Facilitated purchase of cabinets, bandwidth, and hardware on network with 1 Tbps of capacity. Designed DDoS mitigation hardware able to scrub 400 Gbps of network traffic per 2U of rack space.
- Collaborated with geographically diverse team to design and bring to production Path's ERC-20 crypto token and network analytics SaaS; offering last-mile visibility from ISPs not available by traditional monitoring means.
- Integrated global identity verification services into token purchasing process to abide by KYC/AML regulations.
- Performed penetration tests, code audits, and threat remediation on network infrastructure and web applications for a variety of high-risk clients including legal offices, ISPs, and DAOs.
- Implemented scalable flow analysis platform responsible for processing millions of daily flow records and visualizing network traffic of internal and client networks. Built pipelines to normalize sFlow, NetFlow, and IPFIX records while organizing unique client data for customers to view.
- Migrated clients and products from acquisition of BackConnect onto Path's infrastructure with 100% uptime, expanding Path's offerings to include DDoS mitigation, VPN, and CDN services.
- Cut down costs to keep legacy software online by 90% without sacrificing functionality. Saved company over \$250k annually by reviewing hardware usage, consolidating hosted services, and replacing paid services with open source alternatives.
- Managed needs of HR and finance departments. Handled employee onboarding, payroll, and benefits. Set budgets and approved spending for 2019, worked with bookkeeping and accounting firms to handle company taxes and stay compliant with cryptocurrency regulations. Prepared product decks for channel sales partners, prepared financial projections for company fundraising.

**Adtention** February 2017 – April 2018 New York, NY (Remote)  
**Director of Technology**

- Managed offshore development team based in Vietnam, keeping average developer costs down by 60-80% while maintaining quality code by enforcing standards and daily reviews.
- Standardized core functionalities necessary for managing advertising campaigns within third party platforms, developed Go packages around standard enabling developers to complete tasks quickly while not being held back by platform specific nuances.
- Reverse engineered third party advertising platforms to build in-house API, enabling programmatic management of campaigns otherwise unavailable from third parties.
- Automated daily campaign optimization tasks of advertising operations team, saving hours per day while producing more consistent campaign growth and higher revenue yields.
- Advised on expansion of owned and operated properties, including strategic creation or acquisition of mobile apps and websites within growing verticals such as travel, entertainment, fitness, and gaming.

**Delta Bloom Technologies**

August 2016 – Present

Sayreville, NJ

**Owner**

- Provided consulting and development services to businesses primarily in the advertising technology industry.
- Created custom software to measure viewability metrics and detect non-human traffic during video advertisements, effectively saving millions per year in advertising fraud.
- Designed and released new video and banner advertisement formats, accelerating user engagement rates and overall revenue yields.
- Developed system to effectively rank and score domain traffic within advertising networks, resulting in optimized targeting that boosted CPM rates and advertiser trust.
- Hired and managed team of subcontractors to handle marketing, sales, and advertising operations for clients.
- Wrote scripts to automate daily functions of human resource department with over 10,000 employees, saving the company thousands of hours in labor per year.

**Yashi (Acquired for \$33M Feb 2015 by Nexstar)**

May 2012 – October 2016

Toms River, NJ / New York, NY

**VP of Engineering** [Jul 2014 – Oct 2016], **Lead Software Engineer** [Jan 2013 – Jun 2014], **Software Engineer** [May – Dec 2012]

- Developed highly available low latency (<10ms) real time bidding and ad serving technology responsible for processing thousands of requests per second and serving billions of advertisements per month.
- Architected, configured, and managed 300+ bare metal server cluster requiring constant uptime to run company's core technology across US and APAC datacenters.
- Led engineering team responsible for Yashi's self-service advertising platform. Designed microservices architecture for efficient development and management of advertising demand, publisher supply, and internal company finances.
- Supervised tech department's summer internship program, provided management and mentorship to students.
- Organized more defined processes around development, resulting in a more structured environment for developers and management. Implemented agile methodologies, administering biweekly sprints, daily standups, and retrospectives for engineering team.
- Worked closely with CEO and CTO to support and expedite the due diligence process while preparing the company for \$33 million acquisition by Nexstar Broadcasting Group.
- Interfaced with product management and various departments to shape the look, feel, and functionality of future products while translating new specifications to the engineering team to implement.
- Created software to bridge the gap between Nexstar's broadcasting technologies and Yashi's digital advertising platform, allowing commercials on broadcast television to be played simultaneously on digital mediums within the same geographic location.
- Rapidly prototyped new ad technologies for user testing and feedback; analyzed feasibility of projects being released to market.

**Unique Servers**

September 2007 – December 2014

Brick, NJ

**Founder & President**

- Founded business providing custom game server hosting solutions across US, EU, and APAC regions.
- Developed and launched self-service platform to fully automate sales pipeline, allowing orders to be instantly provisioned and provide an intuitive interface for customers to access and manage their servers.
- Worked closely with hardware vendors, colocation and bandwidth providers to negotiate best rates and increase company margins.
- Partnered with game and mod developers for cross promotion, most notably provided all official servers for New World Interactive during the 2014 launch of Insurgency.

**EDUCATION**

<b>BA, Computer Science</b>	New Jersey Institute of Technology	Newark, NJ	2009 – 2011
<b>AS, Liberal Arts</b>	Ocean County College	Toms River, NJ	2007 – 2009