

# Mark Celsor

Professional Resume - Q4 2020  
Overview and Featured Experience  
+1 (513) 255-4518  
mark@celsor.com

## Overview

Mark Celsor is a highly experienced software and product development leader with a long track record of delivering large scale projects for diverse Fortune 500 companies and academic institutions. His focus is on calm, clear communication and leadership through complex product development. Mark is currently seeking an opportunity to join a mid-sized organization to help grow their technical products and team.

## Featured Experience

### Principal Software and Product Development Consultant

Meadowbright (2016 - Present) Started consulting firm and led client relationships, business operations, and a team of contract developers to build technical products for marketing and higher education clients  
*Case Studies (below): Miami University, Connor Group, and University of California, San Francisco*

### Director, Technology

Rockfish (2014 - 2016) Mentored and led a team of 12 developers, architects, technical project managers, and QA testers, collaborating with clients and other agency practice areas to deliver major digital projects, while serving as a technical practice lead for the 300+ person agency through its acquisition by WPP  
*Case Studies (below): Sunrun, Mead Johnson, and Ford*

### Chief Executive Officer

Vine Street Interactive (2008 - 2014) Started web and mobile development firm and led client relationships, business operations, a team of five full time employees and a network of contractors, collaborating with creative agencies to create web and mobile applications for major brands  
*Case Studies (below): Clorox, Hewlett Packard, and Cisco Systems*

### Senior Technologist

Clear Ink (2005 - 2008) Mentored and managed a team of three developers and collaborated with client and internal teams to deliver technical products at an innovation firm as it grew from 12 to 60 employees  
*Case Studies (below): John Muir Health and University of California, Berkeley*

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Education and Skills

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## Education, Certifications, and Public Speaking

### University of Cincinnati

- Bachelor's Degree Studies in Art History and Liberal Arts (1994 - 1997)

### Public Speaking and Events

- Acquia Engage - *WPP Panel*
- Wordcamp - *Create a WordPress Back-end for your App*
- Accessible Technology Symposium - *Miami University*

### Certifications / Continuing

#### Education Courses

- Professional Scrum Master I
- Nonprofit Management Foundations
- Tableau Essential Training
- The Data Science of Nonprofit Service Organizations
- Learn A-Frame (VR)
- Google Analytics Essential Training
- SEO Foundations
- Adobe AEM Business Practitioner

## Technical Tools and Skill Sets

### Software Development

- Javascript (React, JQuery), HTML5, CSS (Sass, Bootstrap)
- SEO, Performance, and Accessibility
- MVC, SOA, Microservice, Object Oriented Architectures
- Ruby on Rails
- PHP (Drupal, Wordpress, Frameworks)
- Databases (Relational Data Structure, SQL, MySQL/MariaDB, ElasticSearch)
- CI/CD processes, Gitlab, Bitbucket

### Product Design / Management

- Business Plan Development
- Project Budget and Schedule Management
- User Stories, Functional and Technical Requirement Documents, Test Plans
- Wireframes, Journey Maps, UX Design Deliverables
- Adobe Creative Suite
- Agile / Scrum Methodology
- Waterfall Methodology
- Jira, Gitlab, Workfront, Harvest, Trello

In addition to the current technical tools and skill sets listed above, Mark has a long track record of learning and adapting to new technical environments, with historic experience working with Perl, ASP / Visual Basic, JSP / Java, mobile development, and work to develop an early programming framework with Leon Atkinson (author of Core PHP). He also has innovation experience with a variety of technologies including VR, audio / video event production, streaming media, and IOT devices.

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## Project Case Studies

### Miami University - Dragonfly Workshops

Major redesign and ongoing enhancement of educational platform, delivering Masters and continuing education ecology and conservation courses for over 17,000 students on five continents, with over 4,000,000 pieces of content. The core platform was also adapted to deliver continuing education for Ohio's K-12 teachers. Mark collaborated with diverse university instructional and enterprise IT groups, and led a distributed development team through major redesign, integrations, and feature enhancements to modernize student and instructor user experience in an online and hybrid education environment.

Role: Product and Team Management, Technical Architecture, Design, Full-Stack Development  
Technologies: React, Ruby-on-Rails, MySQL/MariaDB, Gitlab, API Development, Streaming Video, LDAP

### Connor Group - Public Websites and Integrations

Ongoing enhancements of marketing websites and integrations for a national real estate investment firm with over \$2.5 billion in assets and over 13,000 units in 14 different markets. Mark collaborated with marketing and business teams and led a distributed development team to improve existing web properties with new features and major performance, SEO, and accessibility enhancements, also launching new web properties and building integrations with 3rd party vendor systems.

Role: Product and Team Management, Technical Architecture, Full-Stack Development  
Technologies: Wordpress, Javascript, API Development and Integrations

### University of California, San Francisco School of Nursing - SAFERR

Launch of an educational product delivering video education courses to nurse practitioners focused on the care and forensic examination of sexual assault victims. Mark collaborated with medical, academic, and university enterprise IT professionals and led a distributed development team to design and develop the new platform, allowing the program to launch as a hybrid educational model and transition completely to online education during the onset of COVID-19.

Role: Product and Team Management, Technical Architecture, Design, Full-Stack Development  
Technologies: Drupal / Acquia, Javascript, Streaming Video

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## Project Case Studies

### Sunrun - Public Website, Customer Portal, and Mobile App

Launch of public facing, customer portal, and mobile app for the nation's leading residential solar energy company with over 300,000 customers in 22 states. Mark collaborated with diverse client and agency teams and led a distributed development, QA, and project management team to design and develop features and integrations with internal CRM and solar panel hardware.

Role: Product and Team Management, Technical Architecture

Technologies: Drupal / Acquia, Salesforce, API Integrations, Javascript, PhoneGap, Jira

### Mead Johnson - Global Websites

International launch of over 20 regional and product websites for a Fortune 500 consumer product company with \$3.7 billion in annual sales. Mark instituted new project management and technical processes to bring a long term, widely distributed project back on track to successful completion. He collaborated with international client, agency, and vendor teams and led multiple development, QA, and project management teams locally and distributed across five countries.

Role: Product and Team Management, Technical Architecture

Technologies: Drupal / Acquia, API Integrations, Javascript, Jira

### Ford - Global UX Components

Development and roll out of a unified user experience component library and design system used by Ford's global websites. Mark collaborated with distributed client, agency, and vendor teams and led a local and distributed development and QA team through design, development, and integration.

Role: Product and Team Management, Technical Architecture

Technologies: HTML / CSS, Javascript, Adobe Experience Manager, API integrations

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## Project Case Studies

### Clorox - myStain Mobile and Web Applications

Launch of Clorox's first iPhone and Android apps and their companion web application. Mark collaborated with distributed client and creative agency teams on product design and technical architecture and led a local development and QA team to create Clorox's award winning web and mobile application myStain.

Role: Product and Team Management, Technical Architecture, Mobile and Web Development  
Technologies: Objective-C, Java / Android SDK, API integrations, HTML / CSS, Javascript, PHP

### Hewlett Packard - UX Component and Documentation Portal

Launch of an internal portal of user experience documentation and components for HP's global design and development teams to use across their global web and software products. Mark collaborated with distributed client and creative agency teams on product design and led a local development and QA team to develop the infrastructure of the portal, and UX documentation and code sample content.

Role: Product and Team Management, Technical Architecture, Technical Writing, Web Development  
Technologies: Drupal, HTML / CSS, Javascript

### Cisco Systems - Small and Mid-Sized Business Sales iPad App

Launch of an internal iPad app with a library of sales videos and materials for the small and mid-sized business sales teams at Cisco Systems, an organization with \$51.9 billion in annual revenue. Mark collaborated with distributed client and creative agency teams on product design and led a local development and QA team.

Role: Product and Team Management, Technical Architecture, Technical Writing, Web Development  
Technologies: Backbone.js, Javascript, Objective-C, Streaming Video

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## Project Case Studies

### **John Muir Health - Public Websites and Patient Registration Portal**

Ongoing development of web properties and applications for a major San Francisco Bay Area health system with over a dozen facilities and \$1.8 billion in annual revenue. Mark collaborated with client and agency teams on product design and led a local and distributed development team to create new features and content areas, including a patient registration portal, and vendor system integrations.

Role: Product and Team Management, Technical Architecture, Web Development  
Technologies: PHP, Javascript, API integrations

### **University of California, Berkeley - Campus-Wide Calendar System**

Launch of a multi-tenant campus-wide web calendaring SaaS product used and customized by UC Berkeley colleges and other schools in the University of California system. Mark collaborated with client and agency teams on product design and technical architecture and led a team of three local developers. The original platform developed in 2006 continues to serve as the main university events portal in 2020.

Role: Product and Team Management, Technical Architecture, Web Development  
Technologies: PHP, XML / XSLT, Javascript, API Integrations

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Recommendations

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## Recommendations

### Leon Atkinson

Founder Eighteen Intelligence, Author of Core PHP and Core MySQL - Mark is the rare technologist with creative and marketing skills. I've been in the trenches with Mark in complicated technical implementations. I've also seen Mark demonstrate his skills at being calm under pressure.

### April Rassa

Head Of Global Product Marketing & Communications at HackerOne - It was a pleasure working with Mark at Clear Ink. Mark is a unique technologist because he understood and contextualized solutions around our clients' (HP and Sun Microsystems) business goals. He is bright, personable, knowledgeable and intuitive. Mark brings technical depth, provides logical solutions and asks the right questions of the client stakeholders at the right time in the process. I recommend Mark for any technical position and expect him to add incredible value to any project engagement.

### Lee Springer

VP, Technology at SmallTalk - Hands down Mark is a fantastic resource when it comes to anything Internet related! From front-end development, to back-end architecture, to interactive pieces. Mark is full of ideas but more importantly he is full of ideas that work.

### Eddie Monge

Senior UI Developer at IBM - Mark was a great supervisor. He gave me the freedom to figure out how to get things done on my own while being close by in case I ran into trouble. His door was always open if I had an issue or question. Any question job related, and a few that were not, he always had a very knowledgeable answer, or at the least, knew precisely where to go to find it. He is a good mentor and inspiration for those around him.