

Brad Rodriguez

2019 18th Street
Santa Monica, CA 90404
+1 (626) 780-1041

brodrigu@gmail.com
bradrodriguez.com

Education

B.S. in Computer Engineering

University of California, Davis (2007)

Minor in Technology Management

University of California, Davis (2007)

Work Experience

Mobile Messenger (2007 - Present)

Lead web developer at mobile entertainment company in Santa Monica, CA. Led small, successful, development team with a focus on front-end related work and SMS connectivity.

- Developed scripts to reduce landing page creation time by 80%
- Developed tracking code management system to increase the reliability of client tracking code.
- Developed mobile campaign subscription system to optimize and track affiliates subscriptions.
- Optimized campaign landing pages to maximize conversion rate while minimizing carrier audits.

Blue Kite Media (2008 - Present)

Founder, developer at internet consulting firm based in Los Angeles, CA. Developed elegant solutions for client needs, internal projects for public use.

- Developed mobile campaign ping tree to optimize subscription rate.
- Created TV show search engine theshowstop.com
- Created micro-gossip site andiheard.com

UC Davis (2005 - 2009)

Web application developer for campus event services in Davis, CA. Design, and developed custom web based scheduling software for multiple campus departments.

Quicksilver (2007)

Web application developer for small wireless services startup in Davis, CA. Designed and implemented beta version of a SMS enabled web application.

Skills

Programming

PHP, (X)HTML, CSS, Javascript, MySQL, Python, Coldfusion, C++, C, Java, XML, Perl

Frameworks

Smarty, CakePHP (MVC), MooTools, JQuery

Systems and Applications

Apache, SVN, Salesforce, Jiira, Dreamweaver, Photoshop, Excel, Visio, Google Analytics, OpenX