

DAVID A. SNYDER

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SUMMARY

Information Technology professional with a strong passion and proven ability for Web Analytics including availability and performance analysis as well as web usage analysis. Hard working and detail-oriented with the ability to solve complex problems in a straightforward, logical manner.

TECHNICAL SKILLS

LAMP (Linux, Apache, MySQL, and PHP), PERL, CGI, HTML, SOAP, XML, AWK, SED, Gomez, Webtrends, Dreamweaver, Fusion Charts, Oracle, Microsoft Office, Microsoft Windows (all versions).

PROFESSIONAL EXPERIENCE

GSI COMMERCE, King of Prussia, PA
Senior Performance Engineer

2006 - Present

Have been the cornerstone of GSI's Gomez production monitoring for more than 5 years. Created and maintained the monitoring for over 100 web stores, built multiple data warehouses to enable automated reporting and alerting well beyond the capabilities that Gomez offers; added new Gomez technologies to GSI's portfolio and maintained the Gomez vendor relationship. Every new process and application was of high quality and delivered on time.

- Lead the effort to install the latest Gomez Browser RUM tracking pixel on GSI's top 50 web sites. This tracking pixel measures real users' actual response times allowing good performance to be confirmed and poor performance to be addressed.
- Was responsible for the migration of over 1500 availability & performance tests to new hardware and the next generation of Gomez monitoring software. The new Browser Agent software uses Internet Explorer and Firefox to monitor GSI's web stores providing a more user-representative test than Gomez's legacy browser emulator.
- Created and maintained multiple, real-time Command Center Dashboards using PERL, SOAP, and XML. These dashboards provided web store availability in a simple, easy to read user-interface that cut operator response time from minutes to mere seconds.
- Built a monitoring, alerting, and reporting solution for the RedPrairie warehouse management system used in GSI's distribution centers. Advanced warning alerts allowed issues to be addressed long before they became critical.
- Designed and implemented a process that fetches actual user response time data from Gomez using PERL, SOAP, and XML. Data was stored in multiple data warehouses for analysis and remediation of negative trends.
- Engineered multiple data warehouses and web-based availability & performance reporting portals using LAMP (Linux, Apache, MySQL, and PHP), HTML, PERL/CGI, Fusion Charts, and Dreamweaver that allowed near real-time access to critical data for technical, business, and executive teams.
- Developed and rolled out a process of data gathering, analyzing, and weekly review at the CIO level that raised and maintained the average GSI Platform Availability to 99.9% or better.

PRINCETON INFORMATION, Bensalem, PA
Senior Web Usage Consultant at Vanguard

2005 - 2006

- Business lead for the NetGenesis Replacement Project; a project that replaced the NetGenesis Web Analysis system with WebTrends Enterprise Reporting Center bringing web analytics reporting for the business team into the new century.
- Developed a web analytics dashboard using HTML, PERL/CGI, and Dreamweaver resulting in a 50% decrease in custom report requests.

- Created custom ad-hoc web analytic reports using PERL and Oracle on Sun servers combined with MS Excel on Win2K PCs.

CURRENCY TECHNICS & METRICS, Wilmington, DE**2003 - 2005*****Senior Programmer Analyst***

- Project lead for the Retail Account Money Manager; a GUI system written completely in 4Js Genero. RAMM allowed the Money Manager system sold only to banks to be sold to retail customers as well.
- Lead the CashLINK re-design project written in Informix-4GL. The fresh, new look and added functionality of the new CashLINK system landed 7 new accounts in year 1.
- Designed and created the *EvenXchange* change order system using Informix-4GL. Billing overhead for change orders was all but eliminated within 1 month of this system going online.

TOWERS PERRIN, Philadelphia, PA**1996 - 2002*****Senior Analyst***

- Achieved a 25% reduction in non-business related Internet traffic with custom firewall usage reports utilizing WebTrends Firewall Suite, PERL, SQL Server, and Excel.
- Created a "Watchdog" program in PERL that monitored web availability and immediately alerted the Outage Command Center of any anomalies. Quicker response times increased web site availability to 99.0%.
- Built a self-service intranet web site using PERL/CGI that allowed end users to select which web applications should be monitored thus decreasing monitoring setup time from 1 calendar week to 3 business days or less.
- Implemented new technology standards and associated processes for monitoring production systems creating a single point of presence for all alerts and warnings.
- Reduced production downtime from several hours to 30 minutes or less by managing all severity 1 outages from end-to-end (outage verification thru resolution).
- Assembled Outage Resolution Teams to address problems causing outages (root-cause analysis) thus preventing additional downtime in the future.
- Performed Internet/Intranet infrastructure product research, testing, and implementation for solutions such as WebTrends Reporting Center, Data beam Learning Server, and Mercury ActiveWatch.

EDUCATION & TRAINING

Diploma in Business Data Processing, Maxwell Institute – Norristown, PA

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