



Saša Drekočić

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SUMMARY

Dedicated and versatile Senior Web Developer and Technical Leader with over a decade of experience in spearheading and delivering innovative digital solutions. Recognized for proficiency across the entire web development spectrum, from front-end design to complex back-end architecture. Adept at managing cross-functional teams, driving project success, and aligning technical strategies with overarching business goals. Skilled in a wide array of technologies. Proven track record of successfully developing and optimizing diverse applications, from e-commerce platforms to complex social networks.

Equipped with a comprehensive skill set and a passion for driving innovation, I am committed to creating transformative digital experiences that elevate user engagement and business growth.

Skills: PHP, PhalconPHP (PHP framework), Laravel (PHP framework), JavaScript, AngularJS, jQuery, CSS, CSS3, HTML, HTML5, C#, Java EE, JSP, WordPress (theme and plugin development), REST API, RabbitMQ, React Native, SQL (MySQL and MSSQL), NoSQL (MongoDB, Redis and Memcache), Python (Data Engineering).

WORK EXPERIENCE

goUrban e-Mobility GmbH

March 2022 - Present

Data Engineer / Product Manager

- Since March 2022, my journey at goUrban e-Mobility GmbH has been an evolving one, taking me from the role of a Data Engineer to that of a Product Manager. This dynamic transition reflects my adaptability and skill set in two distinct domains, showcasing my capacity to contribute significantly across roles.
- Data Engineering Expertise:
 - Began as a Data Engineer, leveraging Python for various data-centric tasks.
 - Played a pivotal role in data-related initiatives, contributing to the processing, analysis, and interpretation of critical information.
- Transition to Product Management:
 - Transitioned to the role of a Product Manager due to my diverse experience and adaptability.
 - Joined the platform team responsible for the development and management of a comprehensive mobility operator tool.
 - As a Product Manager, my responsibilities encompassed aligning development efforts with the company's vision, enhancing features, and ensuring the platform's success.
- Skills and Expertise:
 - Initially excelled as a Data Engineer, utilizing Python for data-centric tasks.
 - Demonstrated my ability to pivot and thrive in new roles, culminating in my position as a Product Manager.
- My journey at goUrban is emblematic of my capability to excel in various capacities, whether it be handling intricate data engineering tasks or steering product management initiatives. As a Product Manager, I continue to contribute to the growth and innovation of goUrban's mobility operator tool, translating my expertise into tangible solutions that drive success in the e-mobility industry.

AM2 Studio / MyZone Media

February 2018 - March 2022

Senior Web Developer / Team Lead / Product Owner / System Architect

- In AM2 Studio and MyZone Media Inc. I worked as a Team Lead, Product Owner and System Architect. My responsibilities were to keep the team aligned, to plan and present to the team part of a bigger picture of a company and the project, to work on system architecture and plan how to optimize it for best results, to coordinate with the team design and development of all new features, etc. When I started working for a company (companies) I was a Senior Web Developer working on a ticketing platform called TicketZone (now called MyZone Tickets - <https://myzonetickets.com>). I also used to maintain a ticket scanning app which was written in React Native.
- I had a lot of responsibilities regarding managing the team including their satisfaction, motivation, etc. I also was one of the managers in the whole company caring about finances, attending and deciding the roadway of the whole company. There were actually numerous things I worked on there and there's no point in describing all of them in this document.
- I worked on a lot of other projects that were mostly developed in WordPress. I developed mostly plugins for eCommerce (WooCommerce on WordPress).
- Skills as developer: PHP, Laravel (PHP Framework), JavaScript (native and jQuery), CSS, HTML, Redis, MongoDB, Memcache, MySQL, RabbitMQ, etc.

Bay42

November 2014 - February 2018

Senior Web Developer

- At Bay42, I held the esteemed position of Senior Web Developer and played pivotal roles in two significant projects, Spring.me and Clickbooth Leap (now PerformCB). My contributions demonstrate my expertise in web development and my capability to contribute to high-impact projects:
 - **Spring.me - Social Network:** I've collaborated on the development of Spring.me, a thriving Social Network used daily by millions of users where I've utilized my proficiency in PHP, MySQL, Redis, JavaScript (native and jQuery), CSS, and HTML to enhance user experiences and platform functionality. I've demonstrated my capacity to work in a high-traffic environment while ensuring seamless performance and responsiveness.
 - **Clickbooth Leap (now PerformCB) - Leading CPA Affiliate Network:** Played a vital role in developing Clickbooth Leap, which has now emerged as the premier CPA Affiliate Network, ranking #1 in the field. I've worked collaboratively with a team to create a cutting-edge platform that meets the needs of affiliates and advertisers. I've leveraged a comprehensive skill set including PHP, Laravel (PHP Framework), JavaScript (including AngularJS), CSS, HTML, Redis, MongoDB, Memcache, and MySQL. And also, I've demonstrated adaptability by working with various technologies to craft a sophisticated affiliate network
- Skills: PHP, Laravel (PHP Framework), JavaScript (native and jQuery), AngularJS, CSS, HTML, Redis, MongoDB, Memcache, MySQL
- My tenure at Bay42 exemplified my dedication to innovation and my ability to thrive in demanding environments while delivering impactful solutions. The successful development of Spring.me and Clickbooth Leap underscores my proficiency as a Senior Web Developer in driving the evolution of cutting-edge web applications.

BrowseLabs LLC

May 2014 - November 2014

Senior Web Developer

- I undertook a significant role in an advertising project focused on serving and tracking ads efficiently. My responsibilities encompassed multiple facets of the project, from initial development to ongoing maintenance. Some of the responsibilities I've had:
 - **Ad Serving and Tracking:** Developed server-side scripts from the ground up to facilitate ad serving. Implemented mechanisms to track user interactions with ads, recording when each ad was presented and scheduling the next display. Ensured seamless integration by creating a native JavaScript library for straightforward ad integration within websites.
 - **Statistical Analysis and Tracking:** Led the calculation of vital statistics, such as ad impressions and click counts. Employed a comprehensive approach, analyzing various parameters to gain insights into ad performance. Orchestrated data tracking and reporting to enhance advertisers' understanding of their campaigns' effectiveness.
 - **Maintaining System Integrity:** Took charge of system maintenance, ensuring the smooth operation of the ad serving infrastructure. Demonstrated adaptability by developing new scripts tailored to diverse ad formats while prioritizing ease of integration. Continuously enhanced the system's robustness to ensure high-quality service delivery.
- This role showcased my capability to create a sophisticated ad-serving system while maintaining a dynamic and adaptable approach to address evolving ad formats and requirements. With my comprehensive skill set, I contributed to the project's success from its inception through to its ongoing maintenance.
- Skills: PHP, JavaScript (native and jQuery), CSS, HTML, Redis, MySQL

SkyMall

May 2013 - May 2014

Team Lead and Lead Web Developer

- Managed a team of 11 developers. Contributed to multiple projects for General Motors (Chevrolet, GMC, and Cadillac) and various online stores. Worked on projects like the Total Rewards Caesars project and General Motors Kiosk Applications. Some of the projects were:
 - **Total Rewards Caesars Project:** Developed an online store exclusively for Caesars members. Utilized PHP (with PhalconPHP framework), MySQL with MongoDB, JavaScript, CSS, and HTML. Integrated AngularJS for admin functionality and communicated with Caesars SOAP API for product data.
 - **General Motors Kiosk Applications:** Solely developed applications for Chevrolet, GMC, and Cadillac brands. Used for vehicle customization and visualization on touch-screen monitors at auto shows. Built with Java EE, JSP, MySQL, HTML, CSS, and JavaScript (jQuery). Integrated Google Maps API for location visualization and Facebook sharing.
 - **Gieffe Racing Online Store:** Developed a multi-store online platform for purchasing racing parts. Employed PHP, MySQL, JavaScript, HTML, and CSS.
 - **PowerBlock Online Store:** Created an online store specializing in fitness industry products. Developed using PHP, MySQL, JavaScript, HTML, and CSS.
 - **+ many more projects**
- Skills: PHP, JavaScript (native and jQuery), CSS, HTML, MongoDB, Java EE, JSP, MySQL, PhalconPHP, Google Maps API, Social Networks integration

Xhibit Corp LLC

November 2011 - May 2013

Senior Web Developer

- Led a team of 9 developers in diverse projects, including online stores and news portals. Worked on various technologies including PHP, MongoDB, Memcache, MySQL, JavaScript, HTML, and CSS. Developed cross-server communication and a REST API for scalable solutions. Some of the projects were:
 - **FlyReply (ESP)**: Led a team of 6 developers to build an Email Service Provider application from scratch. Developed email distribution systems including standard, A/B split test, RSS, and social campaigns. Utilized technologies such as PHP, MongoDB, Memcache, MySQL, JavaScript, HTML, and CSS.
 - **Chevrolet Silverado 1500 Visualizer**: Solely developed a web and mobile application allowing users to customize vehicles. Proficient in PHP, MySQL, JavaScript, HTML, and CSS.
 - **SportsWatch News Portal**: Contributed to an innovative sports community platform with social integration, based on WordPress. Utilized PHP, MySQL, JavaScript, HTML, and CSS.
 - **Fiorly Jewelry Online Store**: Created an e-commerce platform for Italian handmade jewelry sales. Employed WordPress, WooCommerce, PHP, MySQL, HTML, JavaScript, and CSS.
 - **Workers Time-Logger Application**: Developed a time-tracking solution for Xhibit Corp employees, including web and desktop apps. Proficient in C#, MySQL, PHP, HTML, CSS, and JavaScript.
- Skills: PHP, JavaScript (native and jQuery), CSS, HTML, MongoDB, Memcache, C#, MySQL, PhalconPHP

BNC System

May 2010 - August 2010

Computer repairman, web developer

- BNC System is a computer service company. I was working there as a computer serviceman and desktop/web developer.
 - Work Order desktop application
 - Work Order desktop application is an application used by workers to keep track of devices they have on the service. With multiple forms they have the ability to let computer owners know when their computer is fixed and ready for pick-up. The project was developed using C# and MSSQL for desktop application, and PHP, MySQL, HTML, CSS and JavaScript for web part.
- Skills: PHP, JavaScript, CSS, HTML, C#, MySQL, MSSQL, Crystal Reports
- Back-end and front-end developer
- Computer service
- Application developer (internal application)

EDUCATION

Bachelor of IT Engineering

September 2007 - June 2010

Information Technology School, Belgrade, Serbia

- PHP, Java, C#, C, MySQL, JavaScript, CSS, HTML, MSSQL, ASP.NET
- Photoshop, Illustrator, CorelDRAW
- UML

High School

September 2003 - May 2007

School of Electrical Engineering

REFERENCES

References available upon request.