

Corey Martella

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Objective

Leading organizations in the inception, building, launching and maintenance of great software while growing and mentoring technologists in their craft on happy and productive teams.

Summary

Experienced engineer and team leader with 15+ years of passion for building valuable products. Code currently supports millions of users generating millions of revenue per year, handling thousands of operations per second. Servant leader of R&D teams along the journey from assessing problems to supporting live products. Winner of individual contributor recognition awards for critical projects

Profile

- Master of system architecture and implementation, for web and mobile; design, development and deployment
- Effective team leader, capable of mentoring and training engineers from zero knowledge to contributor
- Rapid learning curve, daily acquisition of new knowledge
- Strong logical and analytical mind, capable of complex problem-solving and algorithms with massive datasets
- Keen eye for detail, commitment to UI usability, accessibility and user productivity
- Spirited entrepreneur, focused on innovation and market needs
- Empathetic to client design requirements and team roles using enthusiastic interpersonal skills
- Highly organized and productive, early adopter of David Allen's "Getting Things Done" framework

Skills and Technologies

- Fluent in Ruby, JavaScript, TypeScript, Java, Kotlin, C++, C#, Python, SQL and many other languages
- Well versed in data storage and scalability with MySQL, MemCache, PostgreSQL, Redis, Kafka and Cassandra
- 10+ years of full stack web experience, TypeScript, JavaScript, React, Angular, CSS, I18n and A11y
- Client/Server integration using GraphQL, JSON, WebSockets, or HTML5 applications with JS frameworks
- Rapid deployments to AWS, Google Cloud and DigitalOcean with redundancy, resiliency and omni-scaling
- Self-sufficient sysadmin on Linux and FreeBSD from setup, tuning to live operations
- Performance, operations and on-call experience via DataDog, Pingdom, PagerDuty, Splunk, NewRelic and others

Selected Portfolio

- Many projects are protected by NDA or behind private networks. Happy to discuss them or provide code samples.
- Wrapbook technical leader on Multi-location, Budgeting and Accounting systems
- Shopify Plus [User Management](#) enterprise user and role management for IAM
- datalink.miovision.com traffic data portal. Overhaul of legacy system focused on UX and user acquisition
- Zynga Innovator Award for Economy platform supporting mobile titles monetization, acquisition and retention.
- Zynga Atlas Award for zota.me, In-house OTA system for mobile distribution of betas to employees, built on Rails and MySQL. Saving game teams weeks of effort during internal and external betas.
- Planet Kids (planetkids.ca) - Ontario's largest private day camp. Real time registration and availability, employee reporting and scheduling for 200 staff for 3000+ children across 3 locations and 60 programs.

History

2021 – present, Wrapbook, Senior Staff Developer

- Company level technical lead, overseeing 3 year product roadmap and architectural designs
- Mentoring, pair programming, code reviews and feedback across 60+ product developers
- Deep dives to de-risk new feature areas with other technical leaders
- Collaborative work with platform and trust groups to assure product engineers are well trained
- Recruiting, interviewing and hiring for Engineering, User Experience and Product Management

2018 – 2021, Shopify, Senior Staff Developer

- Technical lead crossing product lines with a focus on authentication, authorization and accounting
- Collaborative work with User Experience and Product Management to create problem definitions and align teams
- Prototyping and designing early phase infrastructure projects to help scale platform needs
- Recruiting, interviewing and hiring for Engineering, User Experience and Product Management

2015 – 2018, Miovision, Senior Software Developer

- Lead architect and developer of datalink.miovision.com from an internal startup of 2 people to team of 12.
- Contributions beyond engineering role involving market discovery, customer support and product roadmaps
- Company wide team member for overall architecture and technology discussions and decisions

2011 – 2014, Zynga Incorporated, Principal Software Engineer

- Lead server engineer at Toronto studio responsible for training, best practices and overall team code quality.
- Design and implement next generation of Zynga services with sharded and replicated highly available datastores
- Improve productivity of entire studio through standardization of tools and processes
- Oversee integrations between game teams and platform services

2011, SwiftMint, Lead Platform Engineer - Acquired by Zynga

- Founded with former Sandvine colleagues to build a platform giving mobile developers insight into revenue
- Launched version 1.0 to AWS with considerable VC interest before Zynga acquisition

2007 – Present, Full of Design, Cofounder and Lead Developer

- Worked with clients for requirements, implementing dozens of applications in Rails improving client revenues
- Managed live deployments and resolved emergency situations using NewRelic, Munin and Pingdom

2008 – 2011, Dark Matter Development, Lead Developer

- Designed and implemented affiliate system for financial and statistics including PCI compliance and AB testing

May 2005 – May 2008, Sandvine Incorporated, Software Engineer

- Contributor to software projects for multi-TB datasets of historical and real time network and subscriber stats.

1999 – 2004, University of Waterloo, BMath Computer Science and Combinatorics & Optimization

- Honours Double Major Coop with focus on distributed systems, databases, cryptography and graph theory

References, further experience and code samples enthusiastically supplied upon request