

SCOTT SEONG

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OBJECTIVE

Senior AdServer Engineer

SUMMARY

Wide breadth of technical experience and versatility in web technologies, network technologies, and software engineering. Extensive OO background, system architecture and infrastructure design, and experience with application frameworks that utilize design patterns. Ability to analyze complex systems and build data models for component based development. Strong experience in full life cycle development: requirements gathering/analysis, cost estimation, design methodology, architecture design, development, unit/integration testing and documentation. Strong understanding and compliances to business processes and quality standards.

TECHNICAL SKILLS

◆ Web Technologies

Broad knowledge of web development technologies, design patterns & frameworks, and multi-tier component based architecture. Experience with PHP, J2EE, and .NET web technologies.

• PHP

Worked in open source LAMP (Linux, Apache, MySQL and PHP) platform. Great exposure with Smarty template engine, PEAR (DB), Phrame (MVC), and Symfony (MVC) frameworks for designing and implementing web applications in PHP. Have had exposure customizing and building new modules for Wordpress, PHP-Nuke, Joomla, Drupal and other open-source web applications. Exposed with OpenX Ad Manager application for managing campaigns, advertisers and zones.

An ability to apply software design methodologies (UML and CASE Tools), frameworks (MVC) and design patterns to build highly scalable, easily maintainable and robust web applications. Highly skilled to design multi-tier component-based web applications.

• J2EE

Extensive exposure with Java Servlet, JSP, EJB, Java Beans, JDBC, RMI, JNDI and XML for development of enterprise web applications. Familiar with Jakarta project and have had exposure with a number of Jakarta sub-projects: Struts, Log4J, Taglibs, Tomcat, ORO and OJB as well as Ant build tool. Proficient with Eclipse IDE.

• Oracle, Informix, Ingres, SQL Server, MS Access, PostgreSQL and MySQL databases

Possess strong DBA skills for maintaining robust and highly secure database servers. Involved in database schema design, optimized SQL query design, object-to-relation mapping and performance tuning. Designed and implemented disaster recovery solution with Oracle 9i/10g Data Guard on Solaris 5.9 platform. Familiar with T-SQL (MS SQL Server) and PL-SQL (Oracle) command syntax for writing stored procedures.

• Search Engine Marketing and Optimization (SEM & SEO)

Proficient in optimizing web pages for search engines. Involved in analyzing and identifying keywords, building relevant contents for search engine optimization, and building inbound links for increasing Google Pagerank and link popularity. Involved in traffic characterization and ROI

analysis. Managed advertisers, campaigns and contracts with OpenX Ad manager, and delivered display advertisements to 3rd party websites.

- Involved in deploying Microsoft Groupware: Sharepoint Portal, Sharepoint Services and Exchange Server on the Windows 2003 platform.
- SOAP and WSDL Web Services
- Apache, IIS, Tomcat, WebLogic, and jBoss
- SSL Web Server Certificate, cURL, CORBA (GIOP/IIOP)
- HTML, DHTML, SSI, XML, XSLT, CSS, Photoshop, Flash
- C/C++, C#, Perl, Python, JavaScript, SQL, sh/csh/ksh, awk, sed, tcl/tk

◆ Network Technologies

- Solid background in administering all flavors of Unix (Sun Solaris, HP/UX, Compaq Tru64, and Linux) and Windows systems for maintaining enterprise network. Familiar with sendmail, BIND, DHCP, NFS, Samba, FTP, Telnet and SSH server configurations. Implemented Server virtualization with VMware server products and FreeVPS for consolidating development and testing servers.

Involved in building network servers, mitigating DDoS (Distributed Denial-Of-Service) attacks, configuring VPN/Firewall appliances, implementing bandwidth shaping policies on Linux servers, designing disaster recovery and backup plans, and overseeing general network security.

- DNS, X.500 Directory Service, LDAP, Active Directory and NIS
Exposed to administering name servers and NIS services for maintaining robust directory servers in the UNIX and Windows NT environment.
- Data Networks – TCP/IP, OSI, VoIP, GigE, ATM, Frame Relay
Involved in research and development of ATM switch, VoIP and Gigabit Ethernet devices for packet-switched backbone networks.

Involved in designing, implementing and maintaining TCP/IP networks. Skills include all phases of creating and maintaining a network, including subnetwork design, firewall configuration, wiring and configuring routers. Exposed to wired (IEEE 802.3) and wireless (IEEE 802.11) networks. Familiar with xDSL, Cable Modem, PPPoE, DHCP, NAT and VPN technologies.

- Telecommunications Networks – PDH (T1, T3, E1), SONET (OC-n), SDH (STM-n), DWDM
Very strong background in development of PDH, SONET/SDH, WDM and ATM transport devices that enable transport of voice, data and video traffic. Possess solid foundation in designing carrier-class circuit-switched network.

◆ Software Engineering

Played various roles in the software development life cycle, including requirements management, system architecture, data modeling, coding and testing.

- Experienced with software design, and object-oriented programming in PHP, C++, C# and Java.

- Translated customer requirements into software design requirements, and maintained traceability from requirements development to integration testing using DOORS requirements management tool.
- Familiar with OOA/OOAD/UML, and CASE Tools – Rational Rose and other modeling tools.
- Developed and evaluated application frameworks for rapid application development.
- Involved in evaluating and decision making of architectural infrastructure, platform and technology for building enterprise client/server and web applications.

PROFESSIONAL EXPERIENCE

April 2003 – Present	Broadband Media, Inc.	Schaumburg, Illinois
Independent Contractor		

Working as an independent contractor for various companies in Telecom and IT industries, and act as a subject matter expert in the software engineering, network engineering and web technologies.

- Developed and manages technical community website (topwebhosts.org) discussing Linux/Windows Server administration, programming languages, database management and search engine marketing. Deployed OpenX Ad Manager to manage display ADs, and optimize the site for higher click-through rates.
- Designed and implemented a web hosting application on LAMP platform. Utilized third party (enom.com) APIs to implement domain service functions. The domain services include domain name registrations, transfers, renewals, registering name servers, and querying domain information. Also, utilized third party (echo-inc.com) APIs to implement e-commerce payment gateway functions, and perform credit card transactions. Designed and implemented web hosting (control panel) application by automating DNS server updates, managing NIS users, configuring Apache web servers, configuring and applying SSL certificates, dynamically configuring mail servers, implementing virtual POP3 and IMAP services, and configuring FTP servers. Followed full development lifecycle, design patterns, and utilized Smarty template engine, Pear DB framework and Phrame MVC framework.
- Developed Lead-Generation and direct marketing web application in LAMP platform. The work involved in managing 3rd party registrations, address verification via a 3rd party API, and ROI management. Also, involved in managing Red Hat Linux servers for email marketing activities.
- Worked as a network consultant for Tellabs Professional Services organization, and provided Tools support, Oracle Database administration, and network architecture support for deployment of Tellabs element management system. Administered MS Sharepoint Portal, and built a web-based project management system for the organization. Also, involved in Oracle Data Guard disaster recovery implementation.
- Worked as a network architect for T-Mobile in designing, architecting and deploying network management system that manages network elements that are deployed throughout the United States. The architecture design included overall network design, server redundancy and clustering, disaster recovery scenarios, and hot/standby and warm/standby failover scenarios.

- Worked as a consultant for YMCA of the USA, and built and enhanced extranet web applications in Java platform. Acted as a chief architect to develop a framework, and also designed the architecture and underlying in-house applications.
- Developed and maintains a content portal site built in LAMP. <http://www.topwebhosts.org>.

August 1991 – April 2003**Tellabs, Inc.****Naperville, Illinois****Staff Engineer**

11/98-4/03: Worked as a staff systems engineer to develop system requirements, operational scenarios, and high-level architecture design for the development of a highly scalable network management system. The design utilized Java platform, CORBA infrastructure, TMN object model and Oracle 9i persistence database.

Responsible for technical management of the framework team, providing core security and application framework to product specific development teams. Responsible for design, development, and testing of an OO software framework written in C++ and Java, and providing product development teams with a reusable, extensible, high-quality and high-performance code base for the construction of multi-tier client/server software systems.

10/96-11/98: Worked as a (*expatriate*) senior marketing manager to support pre-sale activities in South Korea for sales of telecom and datacom devices. Addressed customer requirement incompatibility issues, and provided product feature and enhancement requests to HQ for future development. Gave product presentation to customers, prepared tender proposals, performed competitive market analysis, managed distribution channels, and involved in product field trials. Managed sales and technical support teams to support pre-sale and post-sale customer service activities.

8/91-10/96: Worked as a senior engineer to model call processing subsystem of the permanent and virtual circuits based on ATM UNI and NNI. The modeling tasks involved designing real-time processes, performing simulations, and building animations with MIL3's OPNET modeling tool to represent the behavior of a targeted ATM switch. Also, participated in feasibility study of UPSR (Unidirectional Path Switched Ring) to address restoration feature of the core ATM switch. Exposed to object-oriented design methodology and programming.

Worked as a senior engineer to develop GUI based Network Management System (NMS) for the Digital Cross-Connect System with OSI's NetExpert (general purpose NMS designed to manage multi-vendor network elements) system. Led the development team in performing software unit test, and system integration test. Involved in porting GUI NMS client from DEC Ultrix 3.1 to Ultrix 4.2 on the Motif X11 windowing platform.

Designed and implemented configuration management tools with UNIX shell scripts to perform routine SCCS tasks and software version control. Created and maintained project makefiles, and built software loads. Administered Oracle® and Informix® relational databases, and UNIX Intranet for the NMS development community.

July 1990 – August 1991**EDS****Saginaw, Michigan****System Engineer**

Administered General Motors' Intranet consisting of SUN, HP, and PC equipment, and Ingres[®] relational database. Served as a customer interface to gather software design specifications and performed software evaluations. Provided technical support to General Motors customers to resolve system integration and custom software application failures. Reviewed technical and support issues, negotiated deliverables, and managed customer expectations.

Summer 1987/1988	Computers For Business	Mt. Prospect, Illinois
Intern		

Worked as a customer services representative to resolve computer problems relating to XENIX operating system, and its applications. Installed, maintained, and administered XENIX operating system for customer support and testing.

EDUCATION

B.S. in Computer Engineering

University of Illinois at Urbana-Champaign

May, 1990

University study concentrated in computer architecture, VLSI design, and software engineering. Participated in Engineering Open House Project – Automobile automation.

Honors: Eta Kappa Nu – National Electrical Engineering Honor Society,
 Outstanding College Students of America,
 Academic All American