

# SHELDON COHEN

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## PROFESSIONAL SUMMARY

Forward-thinking technical professional with complete understanding of entire software development lifecycle. Highly trained in full stack development and known for having talents in .NET and database design. Extensive experience designing scalable enterprise platforms with a wide range of technical domain expertise and business acumen. Proud team player focused on achieving project objectives with a keen eye for UI/UX.

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## WORK HISTORY

### Consultant / Engineer, 08/2021 to Current

#### 221 Labs, Inc - West Palm Beach, Florida

- Advising, architecting, building, and consulting with a SaaS startup that is focused on real-time data validation and security.
- **Highlights and features:**
- Hosting: **AWS**, technologies, **EC2**, AWS Aurora (**MySQL**), **MongoDB** (running on both EC2 and Mongo Atlas).
- Application consists of static website, registration page, **REST API**, and SaaS portal.
- Authentication was built using **OKTA Authentication API**.
- API is built using **.NET Core 5.0 Web API**.
- SaaS portal technologies: **Angular 11.0.1**, back end is built using .NET Core 5.0 SPA application. Framework is built using **Domain Driven Design** with several services set up as Micro-services.
- Deployment and CI/CD: using **Jenkins** in conjunction with **AWS Pipelines** and **CodeDeploy**.
- Repository used is **Git** on GitHub.
- Testing frameworks include C#: xUnit, Microsoft Test Tools, Angular: Jasmine / Karma, UI: Katalon Studio

### Chief Technology Officer / Lead Developer, 08/2013 to 08/2021

#### GoDataFeed - Plantation, Florida

- **Oversee all technical aspects** of company, working on product roadmaps and with executive team to achieve strategic goals that align with company vision. Partners with other department heads such as marketing, product management, and operations as adviser of technologies that may improve efficiency and effectiveness of each department.
- **Modernized legacy .NET Framework monolithic** application into a **.NET Core** decoupled architecture in **AWS** leveraging serverless and **NoSQL** databases. New architecture reduced operational overhead, as well as

## CONTACT

**Address:** Boca Raton, FL 33428

**Phone:** (561) 702-2607

**Email:** src@sheldonrcohen.com

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## LINKS

- <https://sheldonrcohen.com>
  - <https://www.linkedin.com/in/sheldonrcohen>
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## SKILLS

- .NET Framework & .NET Core
- C#
- MS SQL Server
- MySQL
- MongoDB
- Angular
- jQuery
- REST / SOAP API & Web Services
- AWS (Amazon Web Services)
- Testing and maintenance
- Engineering standards
- Software Development
- Software Architecture Design
- Performance Tuning
- Development Lifecycles
- Jenkins
- AWS CodePipeline/CodeDeploy

## SOFT SKILLS

- Leadership
  - Performance Management
  - Team Building
  - Disaster Recovery
  - Mentoring
  - Product Roadmaps
  - Problem Solving
  - Process Building
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overall cost by more than 40% while making architecture capable of rolling out new features quicker.

- **Streamlined and stabilized** deployment process to include unit testing and a multi-stage release management process, which allowed for a stable deployment process. Built and maintained many integrations to and from merchant systems via **SOAP/XML, JSON/REST**, and custom integrations.
- **Constantly and continuously integrating** new **APIs**, vendors, and platforms into GoDataFeed's feed automation platform ingesting millions of catalogs from many sources allowing merchants from all over the world to manage, optimize and publish their catalog virtually anywhere using a seamless and intelligent process.
- **Spearheaded construction of API** that enabled merchants and vendors to extend data capabilities through **RESTful** endpoints.

### **Principal Software Engineer, 01/2011 to 09/2013**

#### **Giant Concepts - Delray Beach, Florida**

- Interfaced with diverse clients that ranged from startups up to large enterprise clients to provide various business, software, and design services including web-based software development, social media management, search engine optimization, graphic design, business analysis, and consulting.
- Using **Magento** Community Version, successfully set up various B2C/B2B sites, including increasing client's revenues by 1900% by improving their PPC campaigns and on-/off-site SEO.
- Managed several client projects such as SunPass.com and Tollbyplate.com for Florida Department of Transportation (FDOT), working with their technical team on **UI/UX** with some backend integration of their **Struts/Tiles2** application.
- Managed software implementations with focus on quality and achieving tight deadlines

### **Director of Programming & Technology, 01/2010 to 07/2011**

#### **Highland Products Group - Boca Raton, Florida**

- Was hired as first internal technical employee, prior to joining the team, all facets of technology were outsourced. Hands-on technical lead for small team, including architecting **eCommerce** solutions, automating key internal processes to reduce overall efficiencies. Included responsibilities were all aspects of Information Technology management and control which also included supervision of information technology employees, budget preparation and management, recommendations for technology acquisitions, and development of guidelines, standards, and procedures.
- Headed up a major systems conversion by taking a 7+ year old .asp based system that was 100% outsourced and upgrading to modern web 2.0 eCommerce both front and back ends. Managed over 75 eCommerce websites including helping build out national brands' eCommerce footprint.

## **IT Director / Lead Developer, 08/2008 to 09/2009**

### **PassportMD - Delray Beach, Florida**

- Hired as first technical employee for privately funded startup and systematically brought control, consistency, security, and quality to all development efforts while reducing bugs/defects that were being tracked. By using agile principles, was able to **reduce new defects** by implementing a series of incremental steps including shorter release cycles and **unit testing**. Breaking away from traditional **SDLC** process for new projects with focus on not over-engineering each new piece of functionality introduced quicker time to go live with features and fewer bugs. Prior to this, all development was outsourced, and developers performed their own Q&A with no internal checks.
- Implementing software development life cycle policies and procedures
- Selected by Medicare for 2009 PHR Pilot (amongst only 4 vendors chosen including Google), built **SOAP/XML Web Services** using **.Net 3.5**, **LINQ** and **MySQL** and very complicated XSD schemas from Health Level 7 and ASTM combined that are known as CCD (Continuity of Care Document)
- As part of **Medicare selection**, ensured **security, privacy, and physical safeguards**, and confidentiality of data. Complied with scope of the document memorandum Office of Management and Budget (OMB) in OMB Circular No. A-130, Appendix III Security of Federal Automated Information Systems and conform to Minimum Security Controls for Moderate-Impact Systems described in Appendix D and Appendix F of NIST Special Publication 800-53 in reference to Medicare Pilot Program in Arizona and Utah.
- *Exited when company was acquired by MediConnect Global*

## **CEO, 01/1999 to 08/2008**

### **DogByte Solutions - Boca Raton, Florida**

- Founded a small consulting shop that focused on creative solutions for small to medium companies. Services included strategic consulting, including Business Plan & Sales Strategy Development, **Full Life Cycle Software Development**, Database and Application, support, Data Gathering & Creating Specification Documentation with Emphasis on Exceptional Project Management.
- International software vendor including on Inc. 500 fastest growing companies in America for three consecutive years. Worked with their **licensing web services** and private-label branding of acquired companies and products (**C#, MS SQL 05/08, SOAP XML Web Services**)
- Architected and wrote a large-scale social community for a funded startup with Series A venture funding from Austin Ventures and private investors created to help people contemplating, going through, or recovering from divorce (**C#, .Net 2.0, Master Pages, MSSQL 2005**)
- Built **online private community** for over 100 non-centralized attorneys to communicate and share files, ideas, thoughts in a very secure

environment.

Created a web-based online Loan Management System. Allowed several call centers to manage, track small signature loans to consumers. Automated tracking by reconciling against bi-weekly allotments from **banking API**. Included the ability for tracking late payments, fees, and added a workflow to the application/refinance process. **(C#, MSSQL 2005, DotNetNuke as the core framework)**.

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## EDUCATION

**Bachelor of Arts, Management Information Systems, 2003**

**Florida Atlantic University** - Boca Raton, FL

**Associate of Arts, Business Administration, 1993**

**Quinsigamond Community College** - Worcester, MA

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## ACCOMPLISHMENTS

- Developed solid working knowledge of engineering, design and architecture as the Lead Software Developer / CTO while working at GoDataFeed with a team of onshore/offshore developers.
  - Modernized an existing legacy system that was toppling over, and reduced operational cost by 40%.
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## CERTIFICATIONS & TRAINING

- AWS Technical Essentials Training -2021
  - Leading with Next-Generation KPIs, with Michael Schrage – LinkedIn
  - Ranked in top 25% in C# and .NET with TESTDOME - 2020
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