

MOHAMMED OMER

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EDUCATION

UNIVERSITY OF MINNESOTA DULUTH

Bachelor of Business Administration
Major: Organizational Management
Minor: Psychology

SEPTEMBER 2006 - DECEMBER 2010

Research Assistant; Duluth, MN *Fall, 2010*
Research Assistant; Birmingham, UK *Spring, 2009*
International Residency; Birmingham, UK *2008 - 2009*

TECHNICAL & OTHER HIGHLIGHTS

DEVELOPMENT

- Go, Spark/Hadop, Ruby, Ruby on Rails, *nix environments, git
- Continuously learning; quickly picking up new/useful tech

COMMUNITY

- Former co-organizer of Rails-MN, organizer of GoMN
- Apache Committer and Project Management Committee Member on Nutch Project

CREATIVITY

- Ability to rapidly brainstorm and flesh out ideas alone or with teams
- Provides integrated ideas - solutions which best serve the business constraints at hand

EXPERIENCE

DMP MANAGER / SOFTWARE ENGINEER *CRAMER-KRASSETT; CHICAGO, IL*

MAY 2016-PRESENT

- Integrate C-K's DMP with the programmatic media and media planning teams.
- Stabilize existing data ingestion infrastructure.
- Strengthen analytics capabilities by ingesting, storing myriad disparate data sources.
- Develop and deploy analytics pipelines and user interfaces for digital advertising data and resulting analyses, including event-level log data from ad servers, demand side providers, verification providers, and many, many, others.

FULL STACK ENGINEER / "MEDIA TECHNOLOGIST"

MCCANN WORLDGROUP & CPM; MINNEAPOLIS, MN FEBRUARY 2013-APRIL 2016

- Building "technology-enabled business solutions for the agency, to help increase employee productivity." Active projects include small-scale data-stores of low-million rows of targeted social data; a dynamic financial tracking, estimation, and collaboration web application; on-demand blogger-marketing website audit/crawling platform, and more.
- Languages/Environments: Primarily Go, Scala, Apache Spark/Hadoop, Haxe, Ruby, Ruby on Rails. Other goodies that come along with the development/production environments: Linux system administration; System Automation, Distributed Software/HA Design; SQL; NoSQL: Cassandra, Redis, Groupcache; Concurrency

FOUNDER

PARATUS MARKETING LLC; ROSEMOUNT, MN

AUGUST 2011-PRESENT

- Taught small-medium sized businesses how to bring in new customers by increasing their online reach.
- Created targeted online marketing campaigns for small-medium sized businesses; helped clients make the most of their marketing dollars via. metrics and analytics to track return on investment.

ACCOUNT MANAGER

MCCANN WORLDGROUP; MINNEAPOLIS, MN

JULY 2012-JANUARY 2013

- Worked with Cinnamon Toast Crunch & General Mills Big G Brand Initiative accounts, interfacing directly with General Mill's Marketing Teams and various McCann production, strategy, and creative departments to ensure that production and marketing campaigns were effective, on-time, and under-budget.

DIRECTOR, AFFILIATE RELATIONS

GENESIS COMMUNICATIONS NETWORK; EAGAN, MN

MARCH 2012-JULY 2012

- Built and strengthened relationships with executive and marketing persons at over 600 AM/FM radio affiliates.