



# Anthony Pace

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## SUMMARY

I'm a software engineer and web developer. I was born in New York City, and love living here. Being creative, solving problems, and building things excite me. I believe that boredom is the enemy of happiness. Having new experiences is how I find inspiration.

Programming and computers are important to me. I spend a lot of time online. The internet has helped me to discover things that are now important parts of my reality. I love to be a part of the wave by creating content, technology, and experiences for the web. This aspect of my life lets me be artistic and scientific at once. You can find out more about my background and experience by visiting [AntPace.com](http://AntPace.com)

## EXPERIENCE

### Senior Engineer, SpotHero

2022 - present

SpotHero is the digital parking leader and only independent off-street parking marketplace in North America.

### Software Engineer, DGDean LLC

2016 - 2022

DGDean takes well-funded businesses from startup to \$100MM.

My role emphasizes accomplishing business goals using technology. I help manage the tech for numerous early-stage start-ups, as well as successful direct-to-consumer businesses. My responsibilities include taking the lead position for software development and workflow.

#### Accomplishments:

- Increased revenue & other KPIs by leading A/B experiment initiatives
- Improved uptake to partner program by building out APIs for a white-label app solution
- Pushed a Shopify store to increased sales through speed optimization, ad tech integration, and UX improvements
- Migrating an ecommerce system and front-end CMS to better fit a client's needs

## **Senior Web Developer & Marketing Specialist, DKBmed LLC**

2012 - 2016

DKBmed is a “continuing medical education” company. As lead developer and head of marketing, my responsibilities include:

- Creating and maintaining apps and data driven websites.
- Developing internal software to automate data analysis and marketing efforts.
- Planning and executing our marketing presence at live events throughout the country, and internationally.
- Digital and print marketing of our online educational programs.
- Graphic design for print and web.
- Directly managing other developers as well as hiring contractors for both web and marketing work.
- Regularly interacting with new APIs and web technologies.

### **Accomplishments**

- Introduced “gamification” to our educational programs and to our corporate process.
- Instituted Git revision control into the company’s work flow and trained other employees in using it.
- Doubled the number of subscribers to our ‘eLiterature Review’ email newsletter series. Engagement and conversions also increased. These results were achieved through split testing, user experience adjustments, and the deployment of iOS newsstand apps.
- Instituted responsive design and a mobile first approach to our web development.

## **Web Developer & Designer, The Bronx Design Group**

2011 - 2012

The Bronx Design Group is a graphic design company and printing house. I worked primarily with the design and development of their corporate web presence.

## Accomplishments

- Redesigned corporate web presence to have a modern look and feel. Began implementing an online order placement system to increase sales.

## Self Employed Contract Work, Anthony Pace Web Development & Marketing

2007 - Present

Over the years I have built and maintained a clientele of small businesses, artists, and start-ups.

## SKILLS

The technologies that I use most frequently are HTML5, CSS3, Javascript, PHP, and MySQL. My other skills include:

- Amazon Web Services
  - AWS Certified Cloud Practitioner
- Native apps: Objective C, xCode, iOS App Deployment, Android Development
- Linux admin and maintenance
- HTML email marketing and graphic design
- Continuity business development, AdTech integration, SaaS growth
- Shopify, Limelight, WooCommerce (direct consumer sales tech)
- ReactJS, MongoDB, Python, Java, Heroku server, Vue.JS, SASS (CSS), Ruby on Rails, Capistrano deployment, Jenkins deployment,
- Microsoft development stack (MSSql, C# .NET, Entity Framework, MCV, Webforms, Web API)

