Silviu Daniel Eftimie

web developer - able to convert ideas into digital tools

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SUMMARY

I'm a Madrid-based professional web developer, a lifelong learner and a father. I like books (paper format) - they are my daily dose of inspiration. Sometimes I write (en, es, ro). I keep in touch and let myself guided by a number of people.

Retrospectively analyzing, when I was 4 years old I used to express myself through building. This became a passion. Later I understood that passion cannot be nurtured without a principle. When I realized that as a programmer you don't need anything more than a computer to create, I began to convert ideas into digital tools that allow people to understand and solve problems.

My goals short-term: finding a working environment able to assess, develop and exploit my skills, creativity and knowledge that I have accumulated over time. I think that spending a great deal of your life at work and choosing energy in where and who you work with is always a good investment.

My goals long-term: developing a digital mentor.

EXPERIENCE

1. Web Developer @ MediaResponse Group

dec 2009 – present, Madrid [ES]

Technical support for Department Affiliation (HOTWords, WebZodes, Canalmail and LeadToLead) from ES, MX, PT, CL, CO, US, AR;

SalesForce Administrator for MediaResponse [ES];

Research:

- I conducted an experiment using Node JS and Twitter API to monitor the feedback given by our customers;
- I researched, tested, developed methods to implement our services effectively (wp plugins, JS / JQuery scripts);
- I researched, tested, implemented various tools (Chrome Extensions) capable of analyzing, generating and providing the necessary information for our teams;
I founded the electronic library "iRead" within MediaResponse ES;
- I gained access to various academies able to improve our skills as employees;

Developing and Improving the services offered HOTWords, CanalMail, LeadtoLead, WebZodes, NewBriefing:

- **CRM (in-house tool)**
  I have developed (design & code) the main tool that department affiliation and tehnical support from ES,MX,PT,CL,CO,US,AR,PR are using for:
  - attract and retain customers;
  - collecting and valuing the interactions between MediaResponse and customers;
  - analyzing the evolution of department affiliation and the contribution of each member;
  - debugging issues;
  3 team members: Silviu Daniel Eftimie, Juan Agustín Jiménez, David Alonso Fernández;

- **HOTool (in house tool)**

  I have developed (design & code) a web app for the design and sales departament capable of simulating how our ads work on future or actual clients websites. Automating the entire process allowed design team to focus on other issues (+1h/every day) and the sales team to have a quick response to requests for customers.

  3 team members: Silviu Daniel Eftimie, David Alonso Fernández, Oscar Caballero.

- **Ad Management Dashboard (in-house tool)**

  I have developed (design & code) an ad managment solution for LeadtoLead ES capable to accomplish the following tasks:
  - presentation of the campaigns to potential customers;
  - management of advertising campaigns;
  - registered customers can request the available campaigns;
  - customize advertising campaigns based on customer;
  - collection and exploitation of interactions between LeadtoLead and customers;
  - able to inform our customers via email about new campaigns or those in progress;

  3 team members: Silviu Daniel Eftimie, Juan Agustín Jiménez, Naveso Gonzalez

- **Sales report / Financial Forecasting Tool (in-house tool)**

  Able to give the current productivity and economic forecasting based on information provided by Salesforce (per product, month, country, user etc).

  3 team members: Silviu Daniel Eftimie, David Alonso Fernandez, Joaquin Barquero

- **User Generated Content Publishing System**

  Inspired by iA, "*A river grows when multiple sources (Note) join into a stream (Write), which spreads into a delta (Edit), before flowing into the ocean (Read)*", I have developed (design & code) according to the specifications given by Vanessa U a publishing system for 20minutos, able to quickly generate quality articles.

  2 team members**:** Silviu Daniel Eftimie, Vannessa Uhlein

- **MDR Calendar (in-house tool)**
  Is a web app with the main purpose to rapid managing of vacation days.
      - storing of all information in digital format;
      - storing of all information in paper (pdf => print => archive);
      - provides transparency: each member can see how other members have
      planned their vacation.
    2 team members: Silviu Daniel Eftimie, David Alonso Fernández

- **Blog MediaResponse**
  I have set up a wordpress platform, and I have developed the main template
  according to the specifications given by David/Claudia. I still have the full
  responsability of administrating the platform (technical level). At the same time I
  have worked and proposed a responsive design for MediaResponse website.
  3 team members: Silviu Daniel Eftimie, David Alonso Fernández, Claudia Llopis

- **HOTWords Plugin**: I developed a plugin for Wordpress able to quickly and easily
  integrate advertising services provided by HOTWords.

2. Freelancer (code & design)

2007 – 2014, Bucharest [RO] – Madrid [ES]
Code & Design websites, dashboards & tools. Promote companies and their products in the
online environment. Offer customized solutions.

Projects:

- **KERP**
  A Digital Log, developed in Ruby on Rails, which stores user online activity. I
  developed this tool inspired by Gordon Bell ("What about your digital afterlife?") to
  give my son access to my digital past, aspirations, passions and mentors from my
  life.

- **Balance**
  A financial web application for managing the incomes and outcomes, made in Ruby
  on Rails.It's able to structure, record and analyze the information provided by the

user. The application generates an overview on the current economic situation, that indicates the user routes to optimize costs, monthly statement of income vs outcomes etc.

- **Quinole**
  Is a web application developed in PHP, which records and plays back the current stock of products, income, the total number of sales per user, total number of sales per month, year.

- **Design & Code**:
  - nicoletaradulescu.com
  - pentruacasa.com
  - mrfeed.com

Skills

1. Design Mindset, Cross Cultural Competence, Cognitive Load Management;
2. SalesForce Admin, DoubleClick QA;
3. Programming languages: PHP, RUBY, NODE JS, JAVASCRIPT, SQL, Pascal;
4. Frameworks: Laravel, Rails, Express JS, Angular JS, jQuery, jQuery Mobile;
5. CMS: Wordpress, Nuke, PhpBB, myBB, Joomla, vBulletin, SMF;
6. Rest API: Facebook, Twitter, Google;
7. Others: Command Line, Linux-Ubuntu, Photoshop, , MVC, POO, Responsive Design, Social Media, HTML5, CSS3, XML, JSON;

RECOMMENDATION

DAVID ALONSO FERNANDEZ
Director Business Development at Picglaze

Silviu is a fantastic developer. He not only produces quality products but also contributes with his point of view at all stages of the development. His understanding of the context, wide vision as well as details about integration and technical feasibility are very useful for any Product Manager.

He always understands the user perspective very easily and has a very good knowledge about how to create each one of the pieces of a product in order to satisfy the user need from backend innovation to frontend brilliance and user experience.

His empathy and friendly approach to work makes of him a great partner to work. I am glad we shared some time creating awesome products together.

VANNESSA UHLEIN
Organic Web & UX Strategist at Neo@Ogilvy

Silviu is an amazing developer who never fails to consider the human facet in technology, blending usability with elegant programming. Knowledge thirsty and innovate in a creative, fast and reliable way. With no doubt he's a source for inspiration and out-of-the-box thinking. Silivu: the personified added value to any state-of-the-art project. Absolutely outstanding.

ALBERTO VILLARROYA CACERES

Director de producción de campañas de email marketing at Canalmail

Silviu es un gran profesional sumamente eficiente y colaborador, un gran compañero de trabajo y una persona con una calidad humana impresionate.

DEBORA FERNANDES

Developer Ruby at HOTWords

Silviu is a very good professional, he give me support when Canalmail's business were implemented on Brazil: he trained me to work with the tool of partnerships - based on scripts Javascript - that should be integrated to the partner's sites. He has technical acknowledgment, didactic and focus on results. Thank you Silviu!

EDUCATION

1. **Romanian-American University (2006 – 2009)**
   Bachelor in Cybernetics, Statistics and Economic Informatics

2. **Technical College Constantine Istrati (2002 – 2006)**
   Analyst programmer, Mathematics and Computer Science

3. **Honors & Awards:** Fourth prize in InfoEducatie contest (games section, Ploiesti, Romania 2003)

LANGUAGES

1. English: Professional working proficiency;
2. Spanish: Professional working proficiency;
3. Romanian: Native or bilingual proficiency;

INTERESTS

1. Programming;
2. Web Design;
3. Sociology;
4. Philosophy;
5. Literature;
6. SEO;
7. New Media;
8. Artificial Intelligence;
9. Books;

I'M CARE ABOUT

1. Children;
2. Education;
3. Environment;
4. Science and Technology;

PUBLICATIONS

- **ANIMA MUNDI - The principle that guide me**
  August, 27, 2014
  Anima Mundi is the name of the principle that I use in everything I do, consisting of a series of beliefs that resonate with my personality. That's being said, let's go down the rabbit hole and explore it.

- **UNTHINKABLE vs INEXPRESSIBLE THOUGHTS**
  June 9, 2014
  On many occasions I've wished to have a solution capable of analising, anticipating and custom playing all the possibilities of a situation/problem.

- **MENSAJES QUE ENVIAMOS AL FUTURO**

  April 4, 2014

  Los niños son los mensajes que enviamos al futuro. De hecho, si lo piensan, los niños son el futuro que enviamos al futuro. Olvídense de los mensajes. Los niños son el futuro. Y los niños necesitan mentores

- **HACER VISIBLE LO INVISIBLE**

  March 27, 2014

  ¿Puede alguien dudar hoy que los millones de individuos y los inumerables tipos y caracteres constituyen una entidad, una unidad? Aúnque tenemos libertad para pensar y actuar, nos mantenemos unidos como las estrellas en el firmamento, por unos lazos irrompibles. No podemos ver estos lazos, pero los podemos sentir.