

ETHIOPIA RABB

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79 Fitzgerald St, Atlanta, GA 30312

EXPERIENCE

Technical Product Manager

Mailchimp Feb. 2020 - present

Executed the rebranding of the Mailchimp developer focused product Mailchimp Transactional, formerly known as Mandrill and grew the Transactional monthly revenue by 9% and the rate of new users by 95%. Established a blueprint for the collaboration of technical engineering platform teams with product teams. Coordinated several product teams roadmaps to enable new features to be built in parallel with dependent core technical functionality for accelerated release timelines. Led several product teams by developing team priorities, roadmaps, KPIs, and running agile ceremonies.

Software Engineering Manager

Mailchimp July 2017 - Feb. 2020

Managed several cross-functional product teams in delivering high quality software. Introduced new processes and strategies to increase team momentum and meet milestones. Introduced scrum ceremonies to support an agile working environment. Recruited, interviewed, and hired to grow the engineering department. Developed a new rubric of engineering skills to improve the promotion process of the Engineering department. Created a company wide internal hack-a-thon that included all of the product team roles to support innovation.

Associate Technical Director

Hothouse Inc June 2015 - July 2017

Managed the development team in producing high quality digital projects. Optimized internal processes. Mentored junior team members. Integrated tech team with creative team. Lead project evaluation and analysis. Recruited new team members.

Senior Front End Engineer

Coca-Cola Nov. 2014 - June 2015

A long term contract assignment. Tasked with front end engineering web applications while interfacing with Coca-Cola's existing Sharepoint server.

Lead Full Stack Developer

Banyan Communications, INC. Feb. 2012 - Nov. 2014

Leads web development for multiple web and mobile digital applications. Provided digital strategy, creates wireframes, site maps, and interactive prototypes. Developed coding standards for use across the company. Serves as liaison with Banyan's independent contractors and manages the day-to-day needs of the development team.

Web Developer

Brandmovers Jun. 2010 - Feb. 2011

Developed online sweepstake contests using PHP, HTML, CSS, and jQuery. Designed front end user interfaces. Developed secure backend functionality with PHP and MYSQL.

Web Developer

Shopvisible LLC Mar. 2009 - Sep. 2009

At this e-commerce digital agency, updated existing sites' CSS and HTML for cross browser compatibility. Also, created custom jQuery to enhance usability of the e-commerce sites.

Web Production Specialist

Definition 6 Apr. 2008 - Dec. 2008

Web production specialist for a prominent digital agency in Atlanta, GA. Produced interactive applications in Flash with Actionscript. Updating CSS of older sites for cross browser compatibility. Created website graphics.

EDUCATION

Mathematics, B.A.

Spelman College, 2005

Digital Media, M.S.

Georgia Institute of Technology , 2011