

# Jonathon Kresner

## Summary

Software developer and entrepreneur with over 8 years experience developing software and 4 years commercial experience using .Net technologies including Microsoft SQL Server, C#, ASP .Net & AJAX/JavaScript. Highly developed communication skills and strong ability to self educate gained through exposure to establishing two new web businesses, as well as performing consulting and educational roles.

## Experience

### Climbfind – Founder – London, UK, Oct 08 - Present

#### Achievements:

- Built, deployed and maintain [www.climbfind.com](http://www.climbfind.com) a niche social networking website for rock climbers as a single developer working on the project.
- Started entrepreneurial blog documenting business & marketing strategy during the process of starting up and promoting the Climbfind brand [www.climbfind.com/blog](http://www.climbfind.com/blog)

#### Technologies Used:

- Hybrid of ASP .NET MVC Framework 4 & traditional ASP .NET Webforms, combining the best of both frameworks.
- jQuery, Peter Blum Validation & More Javascript Validation Framework, MS PhotoSynth, MS Virtual Earth Mapping.

### Altitude Business Systems – Lead Developer – London, UK, April 08 – Oct 08

#### Achievements:

- Joined existing Altitude team to maintain web infrastructure and content management & marketing system for Silverjet, a business class only airline.
- After two months was promoted from software developer to lead developer and moved onto new project for client eWaterways, a travel start-up trying to enter the cruising industry.
- Asked to extend contract for an additional 3 months at a 50% pay increase.
- Lead a team of 5 developers to deliver phase 1 of the Small Ships Register, an international database of small vessels to be hooked into a 3<sup>rd</sup> party booking engine and exposed via B2B services at <http://www.ewaterways.com/>.

#### Technologies Used:

- ASP .NET MVC Framework (migrated from Preview 2 to 3 to 4 to 5)
- Designed non 1:1 mapped data access layer on top of Linq to Sql using generics, abstract classes, interfaces, virtual methods, extension methods and reflection.

### Rank Angel – Web Consultant – Sydney, Australia, February 08 – March 08

#### Achievements:

- Built [www.rankangel.com](http://www.rankangel.com), a website that monitors and graphs search ranking performance in Google and other search engines. This involved taking responsibility for user interface and logic layer of the MVC architecture application.

#### Technologies Used:

- Used bleeding edge ASP .NET 3.5 Extensions MVC Framework/c# 3.0/linq/jQuery.
- Integrated 3<sup>rd</sup> party Component Art Web Charting.

Preparty Pty Ltd – Founder – Sydney, Australia, January 06 – January 08

Achievements:

- Designed & built [www.preparty.com](http://www.preparty.com), an Australian based interactive social networking / event planning website. This involved concept and idea generation, coding, graphics, interface design, user testing and search engine optimization.
- Drew approximately 5500 unique visitors in the first 8 weeks over Dec 07 & Jan 08 by developing and executing marketing strategies that included distribution of Christmas promotional flyers, Google AdWords campaigns and charity events.
- Sourced over 100 high profile customers from the venue and entertainment industries. This was achieved through cold calling, client meetings, email campaigns and industry networking. Examples at [www.preparty.com/venues/sydney-australia](http://www.preparty.com/venues/sydney-australia)

Technologies Used:

- Preparty is a highly scalable .net web application that was profiled and stress tested for up to 8,000 concurrent users and 100,000 registered users. This involved database performance tuning, .net / c# memory profiling and ASP .net performance tuning.
- Used cutting edge JavaScript / ASP .net AJAX framework including controls from the Microsoft AJAX Control Toolkit.
- Integrated technologies including Microsoft Virtual Earth Maps, Moo Tools Interactive Photo Slideshow Gallery, Wimpy MP3 Audio Streaming and more.
- Incorporated cutting edge 'Hurricane' SMTP email deliver server and designed the application architecture to facilitate mailing best practices such as SenderID, Domain Keys, automated bounce processing, Feedback Loop processing and more to achieve delivery straight into inboxes of Hotmail/Gmail/Yahoo etc.

Freelance Web Development – Web Consultant – Sydney, Australia, March 05 - June 06

Achievements:

- Self taught Visual Studios, C#, ASP.net 1.1/2.0 after university experience with Eclipse, Java & J2EE and mastered cross browser HTML / CSS techniques.
- Built and deployed a range of small websites / clients whilst at university.

W.A.Y.S – Motivational Speaker – Glasgow, Scotland, July 04 - December 04

Achievements:

- Developed communication and presentation skills, whilst facilitating and leading programs for high school students to convince them to consider university education.

Minchinbury Aged Care – I.T. Consultant – Sydney, February 03 – May 04

Achievements:

- Deployed and maintained Windows 2003 security enabled Active Directory client-server network, built custom MS Access enquiries database and reporting solution.
- Developed ability to simplify and convey complicated computer related concepts by designing and teaching courses to train computer illiterate nurses to use Windows, MS Office and Aged Care (Nursing Home) software.

Sabata Property Developments Pty Ltd – Administrator – Sydney, February 02 – May 04

Achievements:

- Utilised strong organizational skills in performing day to day small business managerial and administrative functions including book keeping (MYOB), managing accounts payable / receivable, answering telephone, letter writing etc.

## Skills

Technical: Visual Studio, C#, ASP.net, HTML, AJAX, JavaScript, T-SQL / SQLServer, Performance Tuning, Facebook Applications, Windows Services, SMTP email delivery

Software Related: Interface design, user testing, search engine optimization

General: Customer acquisition, sales, presentations / speaking, events management, marketing promotions, book keeping, industry networking.

## Education

University of New South Wales (UNSW) – Sydney, Australia, 2006

- Combined Bachelor of Computer Science / Arts (BSc /BA).
- Major in History
- Experience with Haskell, C, Perl, Java, Eclipse, J2EE, MySql, XML, XSLT, XPath, SOAP, Web Services & HTTP programming.

High School Certificate at Moriah College – Sydney, Australia, 2001

- University Admission Index (UAI) of 98,35/100

## Activities & Leadership

AJK Events, May 2007 - Present

- Founded in partnership and built a brand that has a following of over 500 patrons.
- Organised and managed multiple events of up to 200 people including venue sourcing, running the bar, selling tickets and liaising with entertainers. An example event can be seen at [www.preparty.com/ajkevents/202](http://www.preparty.com/ajkevents/202)
- Developed and engaged in online, word of mouth & printed marketing promotions.

Attended Microsoft Community Events, 2006-Current

- CodeCamp, SqlCodeCamp, TechEd, SSW User Group (Ryde), Readify Dev Network.

Bright Young Minds, January 2007

- Selected as one of Australia's top 100 bright young minds to participate in a week long national summit involving leadership training and planning social initiatives.

Rostrum Speaking Club, April 05 – December 06

- Frequently participated in prepared and impromptu public speaking.
- Learned formal meeting procedure and chaired formal meetings.

Moriah College Year 12 School Prefect / House Captain, 2001

- Awarded College Prize for Leadership and Initiative
- Responsible for chairing weekly house meetings to over 300 students.

Other interests include rock climbing, saxophone and more [www.kresner.com/interests.aspx](http://www.kresner.com/interests.aspx)