

John Marcello / Senior Software Engineering Manager / CSM

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PROFESSIONAL SUMMARY

Accomplished Software Engineering Manager and Certified Scrum Master offering 15 years of experience in leading high-performance Agile software engineering teams. Proven track record of setting effective priorities, making clear decisions, and delivering software solutions ahead of schedule. Demonstrated competence in cultivating a culture of continuous improvement, cross-functional collaboration, and talent development. Successful remote work professional since 2008, adept at managing geographically dispersed teams. Fluent in Spanish.

CORE COMPETENCIES

- Expert in SDLC, Agile methodologies, UX/UI principles, and project management best practices.
- Experienced with development tools including Jira, GitHub, Postman, Proxyman, Figma, and Headless CMS.
- Proficient in React, React Native, TypeScript, Express, Node, PHP, HTML, and CSS.

CAREER EXPERIENCE

Software Engineering Manager II

Oct 2020 – June 2022

Branding Brand, Pittsburgh PA

Remote

- Mentored and led two geographically distributed software engineering teams (4-8 engineers) in developing iOS and Android ecommerce apps for high-profile global brands across multiple concurrent workstreams.
- Delivered 6 branded React Native mobile apps on time and within budget, each complemented by a custom back-end API. Achieved the #1 position in the app store's shopping category in Australia for two brands.
- Accelerated value delivery by fostering a collaborative environment and addressing roadblocks in cooperation with engineering leadership, product managers, business analysts, and UX design teams.
- Conducted high-level technical feasibility studies, estimated level of effort for new features, and evaluated potential third-party service providers, thereby contributing to strategic decision-making.
- Served as the key technical liaison with clients in an agency model, interacting directly with stakeholders.
- Attracted and retained top software engineering talent by promoting a culture of growth and inclusivity.

Software Engineering Manager

Apr 2018 - Sep 2020

Authorify, Atlantic Beach, FL

Remote

- Built and managed two high-performance software engineering teams, whose innovative projects resulted in a 32% increase in the subscription user base.
- Shaped the product roadmap, managed backlog prioritization, and made informed decisions balancing costs, benefits, dependencies, and time-to-market of new features. Facilitated daily stand-ups, sprint planning, retrospectives, and other Scrum ceremonies.
- Ensured engineering excellence through code reviews, acceptance testing, and quality control measures. Oversaw crisis management channels to diagnose and escalate critical issues swiftly.
- Recognized as 2019 Team Member of the Year.

Technical Project Manager & Consultant

Jan 2008 - Dec 2018

Self-Employed, Jacksonville, FL

Remote

- Directed and managed a technology consultancy, specialized in software and web development for business book authors and real estate professionals. Successfully launched 150+ websites spanning a decade.
- Managed a team of 4-6 software engineers who built a succession of rapid-prototype real estate applications designed to prove market viability. (Renegade Agent Marketing Corp.)
- Provided consultation and website development services to nationally recognized authors of business books. Developed 5-10 websites annually utilizing PHP, JavaScript, HTML, and CSS. (Weaving Influence, LLC)

EDUCATION

University of North Florida

Apr 2020 - Oct 2020

Fullstack Academy JavaScript Bootcamp

Jacksonville, FL

University of Massachusetts

Sep 1992 - May 1996

Bachelor of Arts, Anthropology

Boston, MA