

Marco Lüthy

[my skype handle][@" symbol]adieu-adieu.com

Tel. USA +1.805.322.3680 • Tel. Japan +81.9.6521.9103 • Skype: marco.luethy

Objective

The dissemination of my thoughts and my ideas into consumable products and media.

Experience

Adieu-Adieu.com

Consultant & Contractor, Web Applications Development

January 2009 ~ *Present*

- Created a course catalog (a.k.a. bulletin) site utilizing XML by leveraging OmniUpdate's CMS for content management, and PeopleSoft for course and schedule data for SUNY Stonybrook
[View webcast by SUNY Stonybrook](#)
- Developed custom task tracking and slide show WordPress plugins for Housing Japan, Inc.
- Integrated/merged clients proprietary CRM/Property DB system log-in procedure with clients instantiation of WordPress to achieve seamless single-sign-on
- Developed proprietary point-of-contact to point-of-contract client tracking plus apartment rental and property sales invoicing system for Housing Japan, Inc.
- Developed proprietary apartment search platform with support for affiliate tracking and re-branding for Housing Japan, Inc.
- Acted as server administrator handling upgrades, database backups, and maintenance for Housing Japan, Inc. and for select systems belonging to OmniUpdate, Inc.

Meta100, LLC.

C-Level Management

January 2010 ~ *Present*

- Participated in a key role in decision making and product development
- Contributed to and participated in web applications development
- Assisted in developing marketing strategies and tactics to promote products and services with little or no budget

Smart.fm (Cerego, Inc.)

Marketing Intern

January 2010 ~ April 2010

- Created guerrilla marketing strategy for online crowd-sourced language learning tools
- Provided feedback in product decision making

Global Lives Project (Kazakhstan Team)

Main Photographer

October 2009 ~ November 2009

- Acted as main photographer on the 24-hour documentary shoot in Vannovka, Kazakhstan, working closely with film crew
[View photographs from shoot](#)
- Post-production work on photographs and distribution

OmniUpdate, Inc.

Web Applications Developer (*Previously: Web Developer; Web Technician*)

September 2005 ~ December 2008

- Developed web-based video transcoding service called [Transcode-It™](#) utilizing Ruby and the Rails framework
- Developed "start-page" product ([OnePage™](#)) akin to Netvibes or iGoogle targeted at HigherEd customers
- Redesigned and maintained UI for flagship CMS product ([OU Campus™](#)) utilizing CSS, Javascript, JSON, and Prototype
- Pioneered the usage of and leveraged XML, XSL, and XSL-FO utilizing XSLT in flagship CMS product for both internal and client services projects
- Wrote training materials and documentation (presentations and lab manuals)
- Prepared lectures and taught 1-3 day training workshops on XML, XSL, and related technologies within OmniUpdate's CMS product
- Fully redesigned/implemented company website and support documentation site
- Lead implementation of bug tracking and resolution workflow using Bugzilla
- Assisted in bug tracking and tracking software management
- Participated in numerous interviews and assisted in hiring of five support employees including two for managerial positions, and one developer
- Fixed and/or retooled broken or incorrectly coded (CSS, HTML, XHTML, JS) websites for many (and often well known) Higher Ed. institutions
- Assisted marketing and sales departments with the creation of technical diagrams and graphics, as well as putting together presentations containing technical content for less-tech savvy audiences
- Worked closely with marketing department to create technical yet accessible product collateral

Capabilities

- Ruby, Ruby on Rails, PHP, SQL
- JavaScript (DHTML, AJAX: XML, JSON), Prototype, Scriptaculous, jQuery
- XML, XSL, XSL-FO, XSLT, XSD, DTD, XHTML, CSS
- FaceBook API, OpenSocial, WordPress API
- Linux, Apache, MySQL; LAMP deployment, Sendmail, iptables, CVS, SVN
- Aperture, Adobe Fireworks, Adobe Photoshop, Adobe Illustrator, OmniUpdate CMS, Finale Notepad, FinalScratch, GarageBand, Final Cut, OmniGraffle, Pages, Keynote, Numbers
- Mac OSX, Linux, Windows
- SaaS

Publications

- Lüthy, M. and Aucouturier, J.-J. [MIR when all recordings are gone: Recommending live music in real-time](#). Workshop on the Future of MIR, International Conference on Music Information Retrieval (ISMIR), Kobe, Japan, Oct. 2009.

Education

Temple University, Japan Campus

BA, Communications

January 2009 - December 2010 (*Expected*)

Moorpark College

August 2005 - December 2008

Brooks Institute of Photography

January 2005 - July 2005

Adolfo Camarillo High School

High School Diploma

August 2000 - June 2004