

# Rike Franklin

SOLUTION ENGINEER, TEAM LEAD

## ABOUT ME



New York, NY



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<https://linkedin.com/in/rikefranklin/>



<https://rikefranklin.com/>



<https://github.com/rlfranklin>

Lead technical advisor who's customer-obsessed, passionate about designing solutions, and dedicated to managing products for the digital space.

## SKILLS

- Agile, Scrum
- Charles
- Escalation Management, JIRA
- Python, SQL, Tableau
- Risk & Compliance
- Salesforce
- Unix CLIs
- Web Technologies (HTML, CSS, JS, & HTTP)

## EXPERIENCE

### OUTBRAIN

Nov 2016 - July 2022

#### Solutions Engineer, Team Lead, Supply Operations

- Managed a global team of Solution Engineers who maintained all technical integrations for Outbrain products
- Delivered customized solutions to clients using APIs, JS tags, or SDK Bridge solutions to ensure proper implementation of ads during the pre-sales cycle
- Oversaw all supply-side onboarding by advising internal stakeholders and external C-suite clients on how to maximize engagement and revenue
- Monitored initial launches for API integrations to track and address any performance issues
- Advised cross-functional stakeholders on ad delivery methods that align with product business models
- Partnered with the Product team to maintain the stability and optimization of the supply and demand network

#### Implementation Engineer, Team Lead, Global Technical Operations

- Managed a team of US implementation Engineers who supported all publisher integrations
- Collaborated with both internal and external stakeholders to troubleshoot technical issues quickly and appropriately
- Escalated tickets for critical issues and consulted with stakeholders, engineers, and product managers to implement a solution
- Streamlined processes and automated tasks using JS and PHP scripts, resulting in an estimated one to eight hours of manual work saved
- Advised clients on deployment and other technical questions relating to widgets
- Pulled granular metrics using SQL for stakeholders to determine how to enhance widget performance

#### Implementation Engineer, Global Technical Operations

- Designed widget layouts and spearheaded A/B testing for CNN as their designated subject matter expert (SME), resulting in improved user engagement and increased RPMs
- Engaged with external clients such as Fox News, Daily Beast, ESPN, and Salon to implement designs, customize layouts, and circulate targeted content
- Increased total ONR by reporting widgets with a parameter that prevented traffic from collecting data
- Implemented, optimized, and deployed product solutions for the supply and demand network

### PENGUIN RANDOM HOUSE

Dec 2014 - June 2016

#### eBook Technical Specialist

### ALBERT EINSTEIN COLLEGE OF MEDICINE

Feb 2014 - Nov 2014

#### Project Coordinator

## EDUCATION

### UNIVERSITY OF MASSACHUSETTS-AMHERST

B.A, Independent Concentration in Writing, Multimedia, & Digital Culture, 2009 - 2013

### GENERAL ASSEMBLY

FRONT-END WEB DEVELOPMENT 2014

### NYU SCHOOL OF PROFESSIONAL STUDIES

JAVASCRIPT 2015

### SCRUM ALLIANCE

CERTIFIED SCRUMMASTER® (CSM®)  
Credential ID 1750795  
2023 - 2025

CERTIFIED SCRUM PRODUCT OWNER® (CSPO®)  
Credential ID 1757109  
2023 - 2025