

# Mark Brightenfield

☎ upon request | ✉ upon request | in mark-brightenfield | @ mbrightenfield

## EXPERIENCE

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### YPC Media | Yellow Page City, Inc.

Rochester, NY

*Director of IT & Lead Developer*

*Feb 2007 – Jun 2025*

- **Custom CRM:** Developed and maintained a custom CRM originally built on Classic ASP and ported over to C# .NET with a MS SQL Database. Used for tracking sales and fulfillment for thousands of active customers. Processed \$1M+ in monthly sales.
- **Credit Card Processing:** Integrated 3rd party credit card processing APIs into custom CRM for processing credit card transactions, setting up payment schedules, and tracking processed and failed payments (BSG, Heartland Connect, Heartland Portico) PCI Compliant with monthly PCI Compliance scans.
- **Accounting Integration:** Integrated automated import/export procedures between custom CRM and 3rd party accounting packages for the purpose of tracking payments and balances (MYOB, AccountEdge, QuickBooks, Xero)
- **Development Environment:** Maintained a development/test/source control environment for all custom business applications and facilitated code reviews and roll out procedures for moving features to production servers. Oversaw 10+ software developers.
- **YellowPageCity.com:** Developed and maintained entire tech stack for the Yellow Page City online Yellow Page Directory. Originally built on Classic ASP and ported to C# .NET. Including a backend for publishing and paginating books (MS SQL, C#, YUI) SQL Transactional Replication out to 2 SQL Clusters between 2 data centers. The front end consisted of 4 web servers load balanced behind F5 GTM/LTM serving millions of monthly requests.
- **Apache Solr:** Replaced search indexing software with a custom Solr search index for searching 20+ million business listings in the Yellow Page City directory. Saved \$50k in annual renewal fees.
- **Yext Publishing API:** Built a custom API integrated for Yext to publish thousands of listings into the yellowpagecity.com directory on a daily basis.
- **IT Administration:** Maintained network and hardware stack between main office and 2 data centers and facilitated many upgrades and physical moves.
- **Email Administration:** Maintained several email services for corporate and customer email including Hosted Exchange, M365, IPSwitch IMail, SmarterMail.
- **Bulk DNS Administration:** Developed tools to administer on-prem DNS servers as well as bulk administration of thousands of DNS records in 3rd party DNS servers like Cloudflare and Moniker.
- **SQL DBA:** Maintained several MS SQL Servers/Clusters performing several admin tasks such as routine backups, index maintenance and monitoring transactional replication to multiple data centers.

## EDUCATION

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### Rochester Institute of Technology

Rochester, NY

*Bachelor of Science in Computer Science; GPA: 3.2*

*Received May 2012*

### Finger Lakes Community College

Canandaigua, NY

*Associate of Science in Computer Science; GPA: 3.7*

*Received May 2008*

## TECHNICAL SKILLS

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**Language:** C#.NET, ASP.NET (WebForms/MVC), Classic ASP, VB.NET, HTML/CSS/JS, Node.js, PHP, ColdFusion, XSLT, XPath, Powershell, SQL, C++, Java

**Framework:** jQuery, Bootstrap, Yahoo! User Interface

**Database:** Microsoft SQL, MySQL

**OS:** Windows, Windows Server, VMWare ESXi, Ubuntu, CentOS, CloudLinux, FreeBSD

**Dev Tools:** Visual Studio, VS Code, WinMerge, SQL Server Management Studio, RedGate SQL Compare, Visual SVN Server, Fiddler

**Software:** IIS, Apache, cPanel, WHM, WordPress, Concrete5, Microsoft Office Suite, Adobe CC

## PROJECTS

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**Home Router:** Maintain a FreeBSD server that serves as a router, file server, web server, and several other services.

**Home Automation:** Built multiple custom WiFi temperature/humidity sensors using ESP-01 modules for monitoring indoor/outdoor temperatures around the house and report data over MQTT to an OpenHAB server.