

CV – Ory Barak

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Summary

Experienced, self-motivated and a quick learner. Vast experience in System Administration (mostly Microsoft based, some Linux), Infrastructure and applications reliability/performance monitoring solutions, scripting & web technologies (IIS/Apache/nginx).

Professional Experience

- 2020 – Current: Beta Engineer for Azure Security at Microsoft Israel
 - Leading WW support onboarding for Azure Security products from technical perspective.
 - Working with support, developers and PM's to create and deliver all needed content/training/tools for WW support to successfully onboard new features/releases and support Microsoft customers.
- 2018 – 2020: Embedded Escalation Engineer at Microsoft Israel
 - SME (Subject Matter Expert) for Azure Information Protection. Trusted advisor for customers and CSS Support Engineers Worldwide in AIP related issues, Highest technical focal point and escalation for WW CSS.
 - Created Self Help content that reduced customer tickets by 20% for the product.
 - Being a bridge between WW CSS and Product Group, handling Escalation support cases & bugs, writing TSG's (Technical Troubleshooting Guide), conducting trainings and mentoring other CSS engineers.
 - Working together with PG on improving the product: taking part in design reviews, giving UI & functional recommendations for existing/new features, providing customer insights.
 - Responding to ICM's (Escalation Incidents), working on resolving them and working with PG when needed.
- 2012 – Current: Business Development & Technology Consultant at Rotter.Net
 - Managing a large scale web server based on nginx/Apache & memcached
 - Developed a mobile web site using PHP & HTML/CSS (<http://m.rotter.net>)
 - Development & Maintenance of the forum/applications (Perl, PHP, MySQL)
 - Business development & revenue growth using Google's advertising solutions (AdSense, AdMob, DFP SB) and online advertising partnerships (Outbrain, Taboola, Komoot) – increased revenue by hundreds of percent.
 - Not a company employee (family business) - volunteer position
- 2015 – 2016: AdSense Optimization Expert & Account Manager at AdNgin
 - Part-time job (30%)
 - Optimizing AdSense revenue of web/mobile sites with millions of daily page views for customers all around the globe. Applied my knowledge and best practices of best performing sizes/locations and performed A/B testing using AdNgin's SaaS product in order to achieve the best results possible.
 - Achieved an average revenue increase of dozens of percent for sites i managed. Implemented layout customization / changes using CSS/jQuery without having to change the website's source code (all was done using the SaaS product)
 - Acting as point of contact for the customers (Customer Success): Updating them on my progress on daily basis via email / excel reports, advising on layout changes recommendations, helping them to use the product on their own (if wanted) and more.
- 2015 – 2018: Web & Monitoring Team Leader at Maccabi HealthCare Services Israel
 - Managing a team of 3 professionals and holding responsibility for the Monitoring solutions of the organizations, all internal/external web servers & SharePoint farms
 - Hands on position
 - Maintaining hundreds of Microsoft based servers
 - Design & Implementation of infrastructure, monitoring solutions & web architectures

- 2009 – 2015: IT Team member at Maccabi HealthCare Services Israel
 - Automation & Streamlining using scripts/applications (VB/S, PowerShell)
 - Implementation of various APM solutions, working with coders and helping them to improve their applications
 - Design, Implementation & Maintenance of User Experience monitoring solutions
 - Design, Implementation & Maintenance of SharePoint 2010/2013 Farms with OOTB & Third Party solutions (UPS, BI Tools, Nintex, TFS, GIS)

- 2003-2009: Israel Air Force (MAMDAS/Ofek)
 - Member of the Operational IT team in charge of IT infrastructure supporting the mission critical IAF operations
 - Design, Implementation & Maintenance of various IT projects

Technologies

Microsoft based: Operating Systems, Active Directory, GPO, Mail servers, SharePoint (2010-2013), IIS, SCOM, Avicode

Linux: RedHat, CentOS, Apache, nginx, VMWare based Virtualization

Monitoring & Control: HP BSM, SiteScope, CMDB, RUM & Diagnostics. Citrix NetScaler, ObserveIT

Programming: PowerShell, VBS, PHP, Perl, CSS, HTML

Education

2003 – MAMRAM Graduate (Programming Course)

2006 – IDF/IAF Officers Course – Lieutenant

2007-2011 – BA with honors, Economics & Management, The Open University of Israel

Languages: Native: Hebrew, Fluent: English