



Social Network Advertising Made Easy

## Software Development Engineer / C# ASP.NET

### **Location:**

364 Richmond St W. 501  
Toronto Ontario

### **Company Overview:**

AdParlor is a unique and exciting startup – well established in the social network advertising industry. We help application developers monetize their traffic. Our advertising network delivers millions of ad impressions daily on facebook, myspace, hi5, bebo, orkut, and Friendster among others. We have aggressive growth plans and welcome individuals with similar drive and determination. All of our employees have the autonomy to make big decisions. There is plenty of flexibility throughout the workplace, as we realize that most people have certain hours where they perform best – and it is not always between 9 and 5.

### **Position Overview:**

We are looking for an experienced software developer to work on an ad server that will be hit by thousands of requests / second. This server load creates an exciting environment and a unique challenge. We are constantly looking to optimize on the front-end as well as the back-end. This position will report directly to the C.T.O.

### **Job Responsibilities:**

- Monitoring and optimization of current ad server platform using perfmon and other tools
- Suggesting and developing new features for ad server to increase speed and performance
- Working on overall infrastructure and architecture of solution to build an extremely scalable solution
- An endless mission to answer the question: 'How do we improve on serving the right ad to the right person at the right time?'

### **Skills Requirements:**

- University degree or equivalent in Computer Science
- C#/ ASP.NET 3.5/ SQL Server 2005/2008
- 2-5 years of software development experience with a demonstrable portfolio of work
- Experience taking a significant role in working on and optimizing large software systems
- Preferably experience working on an ad server or similar type product with massive load
- Intimately familiar with IIS 6 and 7

**NOTE:** We work hard and at odd hours of the night. You will not be evaluated on your ability to show up every day from 9-5. Rather, we are looking for someone who is always connected to the Internet and works hard because they are passionate about the business, this exciting industry, and their role in this exciting startup. Independence and strong decision making skills are key as you will be given a lot of autonomy in this role.

### **Interested?**

Please send in your resume to [careers@adparlor.com](mailto:careers@adparlor.com) and we will get back to you a.s.a.p.