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## Summary

Senior Software Engineer and Team Lead with a proven record as a core Backend Engineer involved in all aspects of backend development, new component implementation, and performance management and monitoring.

- ✓ Designs, develops, and deploys software with the enterprise architecture in mind to ensure consistency, scalability, and maintainability of products.
- ✓ Maintains close working relationships at the C-level to understand business influences on product strategies.
- ✓ Meets the challenges of rapid agile development and continuous prototyping, leading projects and motivating team to create truly great software.

## Professional Experience

Company Name, Houston, Texas

2013 - Present

### Team Lead, Backend Engineering, 2017 – Present

Manage a 6-member team with engineering and leadership responsibilities for all aspects of backend development, as well as analytic work related to business analytics and data science.

- **C-Level Planning:** Actively participate in top-level strategy and planning sessions with senior and executive management to shape the future of company products and offerings.
- **Competitive Products:** Apply statistical modeling techniques for retrospective and prospective analytics and machine learning on large data sets for an online advertising business, specializing in cross channel tracking and customer journey analysis. Enable clients to be competitive in their marketplace by identifying and following trends using high performing prediction products.
- **Leadership Oriented:** Key contributor to a team effort to encourage innovation, actively advocate and gain support for focused free-thinking to allow employees to apply their imagination and problem-solving skills to the company's strategic goals.
  - Achieved maximum workforce productivity through skills development, cross-training and certification programs, as well as a focus on both individual and team development.
- **Customer Behavior Analysis:** Created a prediction model, using an iterative agile process, for estimating conversion probabilities during a customer's journey. Integrated product with Real-Time Bidding (RTB) providers to enable customers to successfully compete in placing ads in real-time bidding slots.
  - Overcame challenges of providing high speed data exchange, enabling transactions to be completed in below 10 milliseconds, a speed comparable to high frequency trading companies.
  - Designed the model with logistic regression, utilizing Java, Python code, and best practices to rapidly deliver a high performing model in terms of prediction accuracy and computational resources.
  - Applied recognized talents in delivering rigorously tested, production-ready code for direct integration into the backend architecture, with quick calculations on commodity hardware.
- **Agile Software Development:** Thrives in a rapid response environment, satisfying customers through early and continuous delivery of valuable products. Introduced agile best practices for data science projects.
  - Established a rapid-to-market, prototyping process for agile model development in an iterative fashion.
  - Integrated agile methods into all software development projects, utilizing strong communication skills to keep the business engaged.
- **Technically Oriented:** Researched emerging technologies to evaluate advanced capabilities for potential integration into the technology roadmap. Created business cases when evaluating and selecting new products and services.
  - Advocate for a Microservices architecture, as a means to avoid large, unmaintainable, monolithic systems, with the creation of complex and long-lived applications as a cohesive set of services. Organized the architecture around business capabilities, automated deployment, intelligence in endpoints, and decentralized control of languages and data.
  - Subject Matter Expert to software development team on such topics as overall architecture, and the appropriate use of algorithms and data structures.

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## Senior Software Engineer, 2014 – 2017

Thrived in an agile, rapid response environment for the delivery of high quality, analytic products and services. Expertise in resolving and preventing complex problems in mission-critical systems and technologies.

- **Created products with a unified view of provider platforms** with data such as ad spending, click metrics, impression data, etc. Support channels search engine marketing, affiliate marketing, display, and generic traffic, including SEO, in an integrated cross channel environment.
  - Provided insights and data intelligence into complex, cross channel online advertising campaigns, with a very easy to understand format for evaluating the influences of different channels.
  - Met real-time requirements (< 5 seconds) with daily pre-aggregation of data, a highly optimized database schema, and code that calculates aggregations and stores it in the optimized schema.
- **New Products:** Developed products directly tied to huge revenue gains, including:
  - Created a highly desirable prediction model responsible for 30%+ growth in customer volume. Designed the tracking product to measure the online performance of TV commercials, with the results being measurable and comparable at a detailed level. Delivered benefits that included:
    - Intelligent, algorithmic determination of the actual TV share.
    - Identification of TV probabilities in the customer journey and conversion.
    - Performance analysis of each individual TV spot for optimized campaign planning and cross-channel analysis for optimized budget allocation.
  - Delivered a new feature for a complex bid management solution with pragmatic refactoring of the case base; eliminated non-standardized and duplicate code and accelerated future development work. Impressed CTO with speed of delivery and quality of work.
- **Refactored and optimized code** under a continuously increasing load. Established and monitored performance metrics and associated goals for backend components.

## Education

**Bachelor's degree in Computer Science**, University of Houston, 2015