CAMERON COUCH

(860) 817-2397   cameronhcouch@gmail.com   www.cameroncouch.me   **LinkedIn**   **GitHub**

SKILLS   Ruby, Rails, React, SQL, JavaScript/TypeScript, Python, Node.js, CSS, HTML, Vue.js, Laravel, PHP, GraphQL, Git, Redis, Internationalization (i18n), Accessibility, AWS (S3, EC2, CloudWatch), Test-Driven Development, Object-Oriented Programming (OOP), Full-stack Development, Frontend & Backend Development

EXPERIENCE

Senior Software Engineer   Sep 2021 - Mar 2023
Software Engineer   May 2020 - Aug 2021
TuneCore - Ruby on Rails, JavaScript, SQL, React, RSPEC, FactoryBot, Sidekiq, Redis, AWS
- Led full-stack project introducing subscription pricing into existing ecommerce flow, reengineering in-house payment logic to accommodate subscriptions on top of legacy payment model. Handled renewals, dunning, and creation of new DB structures, Rails models, controllers, and concerns to handle subscription logic. Created Technical Design Document, documentation, and reached full test coverage using RSPEC and FactoryBot
- Led internationalization project using PhraseApp and Rails localization tools, adding 13 new languages over 2 years (more on the way!). Managed text content additions and revisions, educating content managers via multiple Lunch & Learn slide deck presentations, Confluence documentation, and more
- Revamped backend autorenewal payments flow, improving failure rate and switching to batch processing
- Ensured compliance with international tax regulations by implementing KYC identity verification for users, utilizing Sidekiq workers to process large volumes of data
- Mentored junior engineers, interns, and collaborated with global contract engineering and QA teams
- Tunecore Ambassador: formalized inclusion of pronouns in employees' email signatures and Slack usernames

Junior Developer
Reflexions - PHP, Laravel, Vue.js, React, Node.js, GraphQL, Salesforce   Jul 2019 - May 2020
- Successfully collaborated with agile teams to develop, troubleshoot, & deploy 5 websites within strict deadlines
- Configured and streamlined client CMSes (Laravel, Nova, and Craft) and CRMs (Salesforce)
- Translated design documents to pixel-perfect web applications, using CSS Modules, CSS Variables, and Tailwind
- Refactored and componentized React code for maximal reusability, readability, and accessibility, decreasing average function complexity, deleting thousands of lines of repetitive code, and ensuring WCAG compliance and screen reader accessibility

Vice President of Marketing
Infinity Woven Products - WordPress, HTML, CSS, SEO, AdWords   Sep 2015 - Dec 2016
- Headed site redesign, emphasizing Search Engine Optimization (SEO) best practices, improved user experience, and better stats tracking via Google Analytics, reducing bounce rate and increasing time spent on site by 30%
- Set-up Google AdWords for paid search, geo-targeting marine professionals, increasing daily site traffic by + 25%
- Proposed and implemented annual marketing budget of over $500,000, reducing spend by 50%

Neuroscience Research Technician
Harvard Medical School   Jun 2013 - Aug 2015
- Designed and executed experiments to study activity-dependent gene transcription in a mouse model, contributing to three published research papers, including one Cell publication
- Maintained cell cultures, analyzed & quantified images, compiled data, and presented findings weekly

AWARDS

NYC Chatbot Hackathon - First Place - *BingeBot*   May 2019
- Developed a chatbot to help viewers discover tv shows and movies, answering "What should I watch tonight?"

EDUCATION

Wesleyan University - *May 2013* - BA Neuroscience and English Double Major, Writing Certificate
App Academy - *Nov 2018* - Rigorous 1000-hour full-stack web development intensive with <3% acceptance rate