

Dave R. Lashley

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PROFESSIONAL SUMMARY

Developer and strategist with a passion for building AI-powered products that solve real-world problems. Recently conceptualized, engineered, and deployed TrendPulse, a full-stack SaaS application that uses the OpenAI API to help content creators develop data-driven strategies. Combines a strong foundation in data analysis (SQL, R, Tableau) with modern development skills (React, TypeScript, Node.js) to build intuitive, impactful, and intelligent applications.

SKILLS

- **Languages & Frameworks:** TypeScript, React.js, Node.js, Express.js, HTML/CSS, SQL, R
- **Developer Tools & Platforms:** Git, GitHub, Render, Netlify, Vite, esbuild, PostCSS, VS Code
- **Key Concepts:** Full-Stack Development, CI/CD Pipelines, REST APIs, CORS, SPA Routing, Agile Methodologies
- **AI & Data:** OpenAI API, Prompt Engineering, Tableau, Google BigQuery, Data Analysis, Data Visualization

PROFESSIONAL EXPERIENCE

Full-Stack Developer & Product Owner, TrendPulse (Personal Project) | Mint Hill, NC | June 2025 – Present

- Architected and deployed a multi-service cloud infrastructure, successfully migrating a monolithic application to a scalable frontend/backend architecture on Netlify and Render.
- Engineered a resilient backend build process using esbuild, resolving complex module and pathing issues inherited from a different development environment.
- Implemented a robust API server with Node.js and Express, featuring a comprehensive CORS policy to securely handle cross-origin requests from the client application.
- Systematically debugged and resolved a full-stack cascade of production issues, including TypeScript compilation errors, Tailwind CSS build failures, client-side routing conflicts (404s), and API runtime errors (503s).
- Built and deployed a dynamic, responsive frontend using React, TypeScript, and Vite, managing application state and API data fetching with React Query.

Digital Content Creator & Strategist | Scopely | Remote | June 2017 – April 2025

- Used data analytics to identify trends and optimize content strategy, improving audience retention on YouTube and other platforms.
- Researched and integrated AI tools to streamline content creation workflows and enhance production quality.
- Spearheaded a viral community tournament from concept to rollout, resulting in a 3,000-subscriber spike overnight.

Game Balance Analyst | Topgolf Media | Remote | September 2020 – August 2022

- Analyzed game performance data across 10 international markets to optimize user engagement and balance.
- Verified, cleaned, and structured large datasets to support accurate KPI tracking and analysis.
- Drove UX improvements by collaborating with a 20-member team using data insights.

CERTIFICATIONS

- **Google Data Analytics Professional Certificate** – Google, Issued Feb 2025
- **Prompt Engineering for ChatGPT** – Vanderbilt University, Issued Sept 2023

EDUCATION

B.A., Sequential Art – Savannah College of Art and Design, Savannah, GA

A.A., Fine Art – Barbados Community College, Barbados