# Jeff Pollard

#### Overview

- Experienced, dependable and driven software engineer.
- Broad experience with a wide variety of open-source tools and technologies.
- Strong focus on web technology, including front-end, back-end and operations.

#### Core Skill Set

- **Ruby:** Rails, Sinatra, Eventmachine, RSpec, Resque, Bundler, Unicorn, Capistrano.
- Front End: HTML5, CSS3, Haml, SASS, Javascript (jQuery mostly), AJAX, Mustache.
- PHP: 5 years experience, last used 2009, CakePHP 1.1.
- HTTP: Apache, Passenger, HAProxy, Nginx, Squid, REST.
- Databases: MySQL, Riak, Redis, SQL.
- Operating Systems: OSX, Linux/BSD (Ubuntu).
- Miscellaneous AMQP, RabbitMQ, Memcache.
- Operations: AWS (EC2, S3, EBS, ELB), Zabbix, Chef, troubleshooting.
- Source Control: Git, Subversion.
- **Development Practices:** MVC, <u>TDD/BDD</u>, <u>SOLID</u>, continuous integration.
- Dabble In: Erlang, Python, Java, Scala, C.
- Non-Technical: UX, project management, agile development practices.

### Open Source

- Author of <u>Distillery</u>, a ruby gem to extract the content portion of an HTML document.
- Author of <u>Gazzette</u>, a ruby gem to interact with the <u>Instapaper Simple</u> <u>API</u>.
- Author of <u>rspec-encoding-matchers</u>, a gem providing RSpec custom matchers for string encodings in Ruby 1.9.
- Maintainer of <a href="https://ht
- Further contributions to <u>Rudy</u>, <u>Ripple</u> and <u>guard-rspec</u>.

# Work Experience

#### Senior Software Engineer

SEOmoz, Seattle, WA | Nov 2009 - Present

- Helped design, develop and create Rails campaign manager application, servicing 30,000+ active customer campaigns daily.
- Created initial version of crawl diagnostics feature and backend crawl processing pipeline. System processed millions of URLs daily from external crawler, producing weekly diagnostics reports for customer campaigns.
- Architected and developed application sharding solution, allowing further growth and scalability of existing Rails application and supporting infrastructure.
- Designed, developed and launched rankings service to successfully collect and process 2.5 million+ rankings per week. Implemented using Resque, Sintara, Redis and Riak.
- Developed single sign-on solution to standardize user authentication across all SEOmoz applications.
- Architected and created HTML, Javacript and CSS for company-wide shared navigation. Utilized mustache templating engine to share templates amongst PHP and Ruby applications.
- Worked closely with operations engineers to monitor, diagnose, troubleshoot and fix operations issues across a variety of technology stacks.
- Integrated user accounts and billing system with Infusionsoft CRM product.

#### Chief Technology Officer

SEOmoz, Seattle, WA | September 2007 - October 2009

- Oversaw all SEOmoz engineering efforts, including personnel management, high-level technology strategy, implementation and day-to-day project management.
- Led and managed hiring efforts to grow development team from two to eight developers. Conducted weekly one-on-one meetings with all engineering team members.
- Established software development processes and best practices, such as source control, agile development methodology, unit testing and deployment standardization.
- Designed and developed upgraded customer accounts and billing system. New system offered a more modern, user-friendly and integrated user experience. Further upgraded system to be capable of selling DVDs and other physical items.
- Designed and developed the first version of the SEOmoz Firefox toolbar. Integrated toolbar with Linkscape API and user authentication system, allowing certain toolbar features for specific customer SKUs.

#### Web Developer

SEOmoz, Seattle, WA | June 2006 - August 2007

- Developed SEOmoz SEO Services Marketplace, used by thousands of SEO professionals to post résumés, job openings and project proposals.
- Completed many web development projects for SEOmoz consulting clients, including eCommerce implementations and custom CMS solutions.
- Maintained and added new features to the main SEOmoz website.

#### Web Developer

Florentine Design Group, Bothell, WA | December 2005 – June 2006

- Worked on a variety of client websites, mostly on customized eCommerce installations.
- Created AJAX-powered wedding invitation customization application.

#### Education

# B.A. Geography, Geographic Information Systems (GIS)

University of Washington, Seattle, WA | 2005

#### Other Interests

- Passionate listener of all kinds of music from Apperat to Zero 7.
  - Beer lover and part-time home brewer.
- Airplane nerd.
- Proud owner of a rambunctious shelter dog.

## References

References available upon request.