

MARY BRUFF

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CORE COMPETENCIES

- Data Annotation & Quality Assurance
- Test Automation & Manual QA
- Frontend Development
- API Design & Integration
- Relational Databases
- Cloud Infrastructure & CI/CD
- UX/UI & Accessibility (WCAG)
- Data Analysis & Reporting
- Agile & SCRUM Collaboration
- Customer Experience & Communication
- Proficient in Adobe Suite
- Customer Service
- Content Writing
- Technical Writing & Documentation (Self-Serve Guides, SOPs)
- Content Strategy & SEO

PROFESSIONAL SKILLS

- Debugging & Troubleshooting:** Debugged JavaScript runtime errors using Chrome DevTools, improving application stability and performance
- Technical Documentation:** Authored and maintained self-serve docs, how-to guides, and SOPs, reducing support inquiries and ramp-up time
- Feedback Analysis & Prioritization:** Analyzed customer feedback, support logs, and bug reports to identify and prioritize high-impact product enhancements
- API Migration & Performance:** Led migration from RESTful APIs to GraphQL, boosting data-fetch performance and maintainability of frontend applications
- UX Writing & Communication:** Translated complex technical concepts into clear, user-friendly explanations for end users and internal stakeholders
- Agile & Rapid Onboarding:** Rapidly onboarded new features and tech stacks in fast-paced Agile sprints, accelerating delivery without sacrificing quality
- Data Analysis & Insight:** Interpreted analytics to identify trends and transform insights into actionable, data-driven recommendations

PROFESSIONAL EXPERIENCE

DataArt QA Engineer | Data Quality Team Experis @ Meta

January 2025 – Current

- Promoted to lead vendor training on data annotation & quality assurance for JSON, SRT, and proprietary Meta formats, enhancing annotation consistency
- Developed and maintained step-by-step documentation for annotation workflows, reducing one-on-one support by 50%

Data Annotation Analyst | Data Quality Team

October 2024 – January 2025

- Validated and cleansed large datasets to ensure data accuracy, consistency, and integrity, applying critical analysis and attention to detail
- Created trend reports and data visualizations using Excel pivot tables to drive stakeholder decisions and optimize data entry workflows

Programming & Payout Development Engineer Intern iHeartMedia

May 2024 – September 2024

- Architected & maintained AWS infrastructure (Lambda, S3, EC2) to deliver scalable, fault-tolerant payout services with high availability
- Spearheaded migration from RESTful APIs to a GraphQL schema, enhancing data-fetch performance, flexibility, and long-term maintainability
- Collaborated in Agile sprints with frontend engineers, UX/UI designers, and product managers to define technical requirements and ship user-facing features
- Authored technical documentation, including the new API guide and troubleshooting checklist, accelerating new-developer onboarding and reducing support requests

Medical Claim Analyst
UnitedHealthcare Group

January 2023 – May 2023

- Processed and adjudicated 500+ medical claims/day in compliance with Medicare/Medicaid policies and regulatory standards
- Performed root-cause analysis on claim discrepancies to resolve errors and ensure accurate payment reconciliation
- Generated compliance and KPI reports to support internal audits and streamline claims-processing workflows

Medical Data Entry Clerk
American Medical Response

June 2022 – December 2022

- Executed high-volume data entry (360–1,000 Medicaid claims/day) with 99.9% accuracy, maintaining patient and billing records
- Adhered to HIPAA and company data-security standards when handling confidential member information
- Developed and implemented data-entry checklists and standardized templates, reducing processing errors by 15%

Social Media Consultant (Contract)
Evergroove Studio

March 2022 – March 2023

- Designed and executed social media content strategies across Facebook, Twitter, Instagram, and YouTube, driving a 10% increase in qualified sales leads
- Monitored engagement and growth metrics using Google Analytics and platform insights; delivered data-driven recommendations to refine posting cadence
- Managed daily content creation, scheduling, and community engagement in alignment with broader content strategy goals

Digital Marketing & Editor (Internship)
Hi Fire Media

June 2021 – March 2022

- Developed SEO strategies through keyword research, Excel pivot-table analysis, and Google Data Analytics to boost organic visibility
- Created and maintained content calendars and media plans, increasing client brand awareness and audience engagement
- Collaborated with business stakeholders to weave brand “hero stories” into marketing materials, ensuring consistent UX copy and messaging

EDUCATION & PROFESSIONAL DEVELOPMENT

Turing School of Software and Design

May 2023 – March 2024

Software Engineering Certificate – Front End Engineering

- Voted by instructors to serve on the Student Leadership Committee | Project-Based Curriculum | 1,500+ Hours of Hands-On Coding Experience | 4.0 GPA

Coursera

January – February 2022

Google Data Analytics Professional Certificate

University of MSU - Denver, Colorado

Jan 2016 – Dec 2021

BS in Technical Communication – Digital Media & Minor in Video Production

- Student Awards | Provost’s Awards | Multiple projects used for future student examples | 3.9 GPA

Microsoft Certified: Azure AI Fundamentals

In Progress

Demonstrate fundamental AI concepts related to software development and Microsoft Azure services to create AI solutions.