

# ALEX ROCKWELL

alex.rockwell@hey.com • 352.281.6571 • <https://www.alexrockwell.org>

## Senior Software Engineer

---

Experience in application development, data analysis, database design, and system administration

## Skills

---

Programming Languages	Ruby, Javascript, Go, Python, Java, and Coffescript
Web Development	Ruby on Rails, Vue.js, React, and jQuery
Databases Technologies	MySQL, DB2, PostgreSQL, Redis, SQL and SPARQL
Messaging Systems	Kafka and RabbitMQ
Cloud Monitoring Tools	Sumologic, Scoutapp, New Relic, Datadog, and Grafana

## Work History

---

### Senior Software Engineer - Doximity, Apr 2020 - Aug 2023

- Increased ad inventory by 30% YoY through leading ad inventory expansion projects
- Simplified ad serving architecture by implementing a centralized server for ad requests
- Enhanced issue detection by creating a comprehensive approach to monitoring ad performance
- Integrated AI summarization into automated video transcription tools for improved efficiency
- Mentored engineers in ads code base

### Software Engineer - Doximity, Mar 2018 - Mar 2020

- Used Kafka to create an ad event pipeline that processed millions of events daily
- Created the dialer ads api in Ruby on Rails unlocking \$100mm/year in revenue opportunity

### Senior Software Engineer - TeamSnap, Apr 2017 - Dec 2017

- Worked with a team to design and implement an invoicing system in Ruby
- Analyzed the billing system to ensure compatibility with a new enterprise contract
- Worked with SRE team to identify poorly performing parts of the application using Datadog

### Senior Software Engineer - SharpSpring, Dec 2016 - Mar 2017

- Fixed bugs in a large PHP application
- Helped implement a job processing system in Go

### Senior Software Engineer - 17hats, Jan 2016 - Oct 2016

- Designed and implemented backend for a call center handling over 100 calls a day using Twilio
- Worked with front-end and mobile engineers to integrate with Twilio backend
- Improved backend performance by profiling code and tuning SQL queries

### Senior Software Engineer - Quri, May 2013 - Jan 2016

- Developed system for mass payment processing for EasyShift using Ruby on Rails
- Created revenue recognition system using Ruby on Rails and Salesforce
- Identified and fixed critical bugs and optimized features in a large Ruby on Rails application
- Designed and implemented KPI dashboard using Chartio
- Trained non-technical staff to analyze data using SQL queries and Chartio

**Software Engineer - Bleacher Report, Sept 2011 - Apr 2013**

- Created a Node.js service in Coffeescript that delivered millions of push notifications a day
- Developed the backend for a game called "Start, Sit, Cut" using Ruby on Rails
- Optimized login authentication through Facebook using Javascript
- Debugged and created instrumentation for concurrent code

**System Administrator - University of Florida (UF), Science Library, Apr 2010 - Aug 2011**

- Created visualization of the organizational hierarchy of UF, from semantic web data in VIVO
- Designed and implemented several open source utilities to extract and manage RDF data
- Managed installation and upgrades of VIVO.
- Automated server configuration and deployment with Ruby Chef

**Web Developer - UF, Department of Housing, Feb 2008 - Mar 2010**

- Designed and implemented two internal web applications with over 100 users
- Helped maintain legacy web applications on a large code base (>200 KLOC)
- Led migration of more than 20 web applications from Jetspeed Portal to JBoss Portal
- Implemented automated software testing to improve development time using TestNG

**Database Administrator - UF, Computer Networking Services, Jul 2004 - Feb 2008**

- Developed an automated backup solution for DB2 using TSM to handle 40 GB of data
- Designed and implemented an automated database growth size tracking system

**Portfolio**

---

- Ruby library to send c2dm notifications at a high rate: [https://github.com/arockwell/c2dm\\_batch](https://github.com/arockwell/c2dm_batch)
- Visualization of UF's organization structure using semantic web data from VIVO:  
[https://github.com/arockwell/vivo\\_org\\_chart](https://github.com/arockwell/vivo_org_chart)
- Program to generate this resume in text and pdf format: <https://github.com/arockwell/resume>
- Programming blog: <https://www.alexrockwell.org>.

**Education**

---

University of Florida, Gainesville, Florida  
BS in Computer Engineering; May 2004