

WILL ASBURY

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EXPERIENCE

Nielsen - Identity Engine

Sr. Software Engineer

April 2022 - Present

- **DevOps Engineer:** Worked to eliminate toil on a business critical team, including automation for managing code versions, cloud cost optimizations, and client permissioning. Implemented a system version across all codebases to improve control over the components used in production Airflow pipelines

Nielsen - Platform SRE

Sr. Software Engineer

August 2020 - March 2022

- **Member of SRE Team:** Provided troubleshooting support for teams across GitLab CI, AWS, and Kubernetes. Deployment of shared monitoring, logging, and secrets management solutions
- **Right of Erasure:** Core developer on a small team to design and implement a system that orchestrates the obfuscation of PII across all datasets in compliance with GDPR and CCPA
- **Cost Allocation Report:** Developed a solution that distributes the shared cost of Kubernetes compute and AWS resources in a multi-tenant environment to drive budget forecasts
- **Kubernetes Monitoring Stack:** Contributed to a platform solution that provides monitoring as a service across multiple Kubernetes environments using Thanos. Created Prometheus rules, alerts, and Grafana dashboards to monitor cluster health and critical applications
- **Migration of EKS Automation:** Modularized EKS automation to a GitLab native deployment to simplify environments and promote a single centralized platform codebase to be used across the company

Nielsen - Digital Architecture

Emerging Technologist Program

August 2019 - July 2020

- **Brand Safety POC:** Refined a solution from scratch to protect a client's brand against potentially harmful content by using industry leading NLP models. Generated training datasets and fine-tuned models for category inference on text and video on-demand content (winner of Digital Hackathon)
- **Kubernetes Operator:** Developed a Kubernetes operator in Golang to simplify the deployment and management of an internally developed, general purpose modular collections system used in production
- **Formation of SRE Team:** Contributed to EKS automation that deployed production ready multi-tenant Kubernetes clusters and onboarded applications teams to improve developer efficiency
- **GitLab Migration:** Assisted teams with the development of GitLab CI/CD pipelines which enabled the centralization of shared Kubernetes clusters and seamless application deployment

Nielsen - NetSight

Emerging Technologist Program

August 2018 - July 2019

- **Data Engineer:** Contributed to the migration of an on-prem legacy Java collections and processing system to AWS native technologies including Spark/Scala on EMR

SKILLS

DevOps:	Kubernetes, GitLab CI, Terraform, AWS, Prometheus, Helm
Programming Languages:	Python, JavaScript
Big Data:	Airflow, Spark, Kafka

PROJECTS

Personal Finance: Developed a React frontend to monitor net worth across assets, spend analysis, and investment position allocations

Data Collection: Developed various data mining projects including stock market data, option contract pricing, NFT market data, and Zillow price history

Content Graph: Developed an interface to link content and notes into a knowledge graph

CERTIFICATIONS

Certified Kubernetes Administrator (CKA) - CNCF

April 2022

Functional Programming Principles in Scala - EPFL

May 2022

EDUCATION

Miami University

Oxford, OH

Bachelors of Science in Software Engineering

May 2018

Business Analytics Minor - Data Mining