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**: Supported multi-tenant compute environments including deployment of open source tools, incident management, and troubleshooting for teams in Kubernetes, GitLab CI, and AWS
- **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 Prometheus monitoring as a service across multiple Kubernetes environments using Thanos. Created PromQL 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)
- **Formation of SRE Team**: Contributed to EKS automation that deployed production ready multi-tenant Kubernetes clusters and onboarded applications teams to improve developer efficiency. Setup VPC networking across regions that enabled connectivity to AWS resources and platform services
- **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
- **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, Terraform, GitLab CI, Helm, Docker, AWS
Programming Languages:	Python, Bash, JavaScript
Big Data:	Airflow, Spark, Kafka, Presto, SQL

PROJECTS

Personal Finance: Developed a serverless application with a React frontend to manage assets across accounts. Leveraged Plaid to aggregate and analyze transactions, investment positions, and net worth

Data Collection: Developed various data mining projects to collect and analyze data across markets, 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