

Bradley Shaffer

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Skills

- Front-end development: JS/HTML/CSS, React, Angular, SASS
- Back-end development: NodeJS, Express, Python, C#
- Data analysis: SQL, Python/Pandas /Pyspark, AWS CLI, BigQuery, Tableau, Grafana
- Troubleshooting: Devtools, Postman, Fiddler, Charles
- Adtech veteran: hands-on experience working with Tier 1 Publishers and Advertisers, in both client-facing roles as well as engineering.

Adtech chameleon with over 10 years of experience in both client facing roles and engineering roles. Special focus in web development and related technologies. Areas of expertise include Adtech, JavaScript, API development, SQL, client relations, and communicating high context technical concepts for low context audiences.

Work History

Senior Solutions Engineer

Experian, New York, NY | June 2023 - Current

- Client-facing engineer providing technical guidance to various commercial teams in both pre-sales/post-sales capacities.
- Building custom solutions for unique client use-cases, leveraging various technologies as needed (Node, Python, Scala, SQL, Bigquery, AWS/GCS/Azure buckets, etc)
- Data authority; detailed reporting presented to teams of varying technical level. Identifying trends and advising customers on how to optimize their product usage.

Senior Customer Success Engineer

TripleLift | July 2022 - February 2023

- Serve as main technical POC; connect Commercial and Engineering teams (internal and external) to integrate new accounts and troubleshoot existing integrations
- Develop custom tools to support internal teams and/or accommodate client goals
- Provide reporting and analytics using various data tools (SQL, ElasticSearch, Grafana, Databricks, Pyspark, Pandas).

Software Engineer

Criteo | January 2020 - July 2022

- Develop and maintain Criteo's codebase for the Retail Media product
- Design and develop new ad placements for our customers (HTML, CSS, Javascript, jQuery, SlickCarousel.js, various e-commerce libraries)
- Build custom tools to support local commercial teams (Chrome extensions, web applications, server-side scripting).

Technical Account Manager

Criteo | June 2018 - January 2020

- Serve as main technical POC; connect Commercial and Engineering teams (internal and external) to integrate new accounts and troubleshoot existing integrations
- Develop custom scripts to facilitate campaign goals for our clients (writing client-side Javascript in banners, leveraging external API endpoints via server-side Python/Node/PHP scripts)

- Troubleshoot integrations across Mobile/App/Desktop, using tools like CharlesProxy, Fiddler, Devtools, etc.