

Brandon Hresko

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PROFESSIONAL SUMMARY

I'm a Full-Stack Developer and Marketer with 2+ years of experience in the music tech, e-commerce, and consumer goods industries. I transitioned from marketing to software development to pursue my passions for AI and technology. With a proven track record in creating solutions that drive user engagement and business growth, I am now seeking opportunities outside the music tech industry to explore my interests in other areas of technology. My goal is to leverage my combined software and marketing expertise.

EXPERIENCE

Soundsteer 

Boston, MA

Lead Full-Stack Engineer

June 2023 - Present

Soundsteer is an AI-powered SaaS platform in the music tech space that I co-founded.

- Led product strategy and roadmap definition, delivering 4 major releases over 6 months that greatly improved the product's value proposition and user experience.
- Conducted 20+ product demos to record labels and managers and facilitated onboarding process, resulting in enhanced customer understanding and accelerated adoption.
- Talked with 50+ artists through in-depth interviews during MVP development, identifying key pain points to refine core product features and marketing strategy.
- Engineered a personalized AI agent using Python, LangChain, and FastAPI, implementing custom tools and optimizing prompts to achieve a 65% higher success rate in task completion, with query performance and cost monitored via LangSmith.
- Developed 5 critical microservices using Node.js and Express, optimized deployment via Docker and GCP, reducing response times by 20% and lowering infrastructure costs by 30%.
- Integrated multiple RESTful APIs to synchronize user data from social media platforms, enabling data visualization features.
- Design and implement React components for the AI agent interface and its tools, simplifying user experience.
- Develop database integrity functions using PostgreSQL, ensuring data consistency and improving system reliability.

SharkNinja

Boston, MA

Product Marketing Co-op

July - December 2021

SharkNinja is a top-rated home appliance company.

- Assisted two brand managers in separate product categories resulting in combined category growth of \$100M YoY.
- Monitored product launches on 7 online retailers and A/B tested marketing materials, increasing conversion rates by 25%.
- Managed creation of 100+ marketing assets, reducing product packaging time-to-market by 15% and accelerating launch cycles.
- Collaborated extensively with multiple cross-functional teams to ensure the timely completion of project deliverables.
- Analyzed consumer research data to continually optimize story elements for core products in post-development stages.

AKUA

Boston, MA

Marketing Intern

January - June 2021

AKUA is an alternative meat start-up with an emphasis on sustainability.

- Led efforts to redesign Amazon storefront brand page and launched product ads, resulting in a 250% MoM increase in sales.
- Developed key relationships with high-value partners, improving retention through monthly relationship-building efforts.
- Tracked sales progress of over \$20K from 50+ retailers on a monthly basis to report on portfolio growth opportunities.

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Bachelor of Science Degree in Business Administration, 2022

SKILLS

Languages: JavaScript, Python, HTML/CSS

Frameworks: Node.js, Express, React, FastAPI, LangChain

Databases/Cloud: Supabase, Docker, GCP, Vercel

Tools: LangSmith, Notion, Figma, Canva, PostHog, Klaviyo, iMovie, Stripe