

Brandon Luffman

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EXPERIENCE

Geiger

August 2022 - Present

Software Engineer

Remote

- Developed and launched high-performance applications using React and JavaScript, increasing user retention by 35% and page load speeds by 25%.
- Managed and optimized client data with advanced SQL queries using AWS enhancing data retrieval efficiency by 50% and supporting a 20% growth in data-driven decision making.
- Pioneered a machine learning recommender system encapsulated with a Python REST API, contributing to a 44.3% increase in sales.

EDUCATION

Pennsylvania State University

May, 2022

Bachelor of Science, Finance

University Park, PA

PROJECTS

Venum

- Developed a full stack application using React and Node.js to provide investors with detailed insights into equities.
- Implemented a NoSQL database for efficient data management, enabling seamless storage and retrieval of stock profiles, financials, and ownership information.
- Engineered a cosine similarity search algorithm using machine learning to compute similarity between user queries and equity descriptions.

Ranki

- Developed a comprehensive full stack application using Next.js to automate SEO optimization for users' websites.
- Created an admin dashboard to monitor and evaluate various SEO metrics, providing actionable insights and automated recommendations to enhance search engine rankings.
- Integrated the GPT REST API to generate SEO optimized articles, leveraging a custom scraping algorithm to categorize businesses and analyze competitor strategies.

ResumeBuilder

- Led the development of a web application allowing users the ability to optimize their resumes, utilizing React and Python.
- Implemented RESTful API integration to facilitate real-time data exchange between the frontend and backend, employing a NoSQL database for optimal data management and scalability.

SKILLS

Python, JavaScript, React, SQL, NoSQL, AWS, Django, FastAPI, TypeScript

INTERESTS

Running, Yoga, Jiu Jitsu, Skiing, Reading