Brandon Luffman

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[GitHub](#) | [LinkedIn](#) | [Portfolio](#)

Professional Experience

Software Engineer
Geiger
2022 - Present

- Developed and launched high-performance e-commerce 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 enhancing data retrieval efficiency by 50% and supporting a 20% growth in data-driven decision-making.
- Implemented CI/CD pipelines, reducing development cycle times by 40% and ensuring 99.95% application uptime.

Standout Projects

ResumeBuilderAI
- Led the development of a dynamic web application allowing users the ability to optimize their resumes, utilizing JavaScript and Next.js for front-end development, coupled with Node.js and Python for a robust backend.
- Implemented RESTful API integration to facilitate real-time data exchange between the frontend and backend, employing NoSQL databases for optimal data management and scalability.

RankiAI
- Developed a full-stack web application helping users improve their search engine optimization (SEO), integrating a Next.js frontend with a Node.js backend.
- Leveraged the GPT-4 API through RESTful services to generate SEO-optimized content, significantly enhancing web presence and search engine rankings.
- Utilized NoSQL for backend database storage and user authentication, optimizing for efficient data management and scalability.

Education

Pennsylvania State University
Bachelor of Science (BS) in Finance
2018 - 2022

Technical Skills

JavaScript, Python, React, Next.js, SQL, NoSQL, REST API, TypeScript, Node.js, AWS, Git, Docker

Interests

Skiing, Reading, Finance, Meditation, Running, Philosophy, Yoga, Machine Learning