BRANDON I. **YAGIHASHI**

DIGITAL SERVICES AND DEVELOPMENT SPECIALIST

Chicago, IL, USA

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SKILLS

Languages	HTML, CSS/LESS/SASS, JavaScript (ES6), JQuery, SQL/T-SQL/Oracle SQL, Python, C++, VB/Excel Scripting
Tools	Node.js, Express.js, React.js, Oracle Responsys, Git, JIRA, DoubleClick, Google Analytics, AWS, Google Cloud Platform, Linux
Other	REST/SOAP APIs, JSON/XML, Microsoft Office Suite, Adobe Photoshop
Certifications	Oracle Responsys Certified Implementation Specialist, Oracle Cloud Infrastructure Foundations Associate
Soft skills	Technical Communication, Project Management, Agile Methodologies, Data Analysis and Validation

EXPERIENCE

Discover *Chicago, IL*

SENIOR ASSOCIATE APPLICATION ENGINEER *May. 2024 - Present*

- Led campaign development teams, overseeing complex email automation builds and programs using Oracle Responsys
- Collaborated with developers to streamline technical documentation, reducing onboarding and development time by 1-2 days.
- Advised leadership and product teams on Responsys platform capability, campaign build process, and optimization.

Ritchie Brothers Auctioneers *Chicago, IL*

PRODUCTION SUPPORT ENGINEER *Oct. 2020 - May. 2024*

- Diagnosed and resolved production software issues in C/.NET and Node.js microservices, ensuring 99.9 uptime.
- Developed and deployed code fixes using PowerShell, JavaScript, and MS-SQL, improving resolution time by around 20 percent.
- Created internal documentation and lifecycle workflows to support development team and enhance cross-team efficiency.

Oracle *Chicago, IL*

CAMPAIGN SERVICES SPECIALIST *May 2017 - Oct. 2020*

- Built, optimized, and troubleshooted automated and transactional email programs with the Oracle Responsys platform.
- Analyze, validate, and test batch files and API payloads for data ingest; utilize Oracle SQL to create data views and counts for dynamic personalized messaging and reporting insights.
- Architect, scope and implement strategic solutions for automated marketing programs, data processes and technical implementations.

Laughlin Constable *Chicago, IL*

DIGITAL TRAFFIC MANAGER *Sep. 2016 - April 2017*

- Administrated DoubleClick Campaign ad-server campaign trafficking, advanced configurations(floodlight, re-targeting and conversion), troubleshooting, and partner platform integrations.
- Generated, tested and implemented custom setup and fixes to floodlight/conversion tags with JavaScript and Fiddler.
- Researched and compiled creative specifications for static and dynamic display, video, email, search, and print advertising placements.

Starcom *Chicago, IL*

TECHNICAL OPERATIONS ASSOCIATE *Nov. 2015 - Sept. 2016*

- Orchestrated basic and advanced online digital display/video advertising campaigns utilizing the DoubleClick Campaign Manager software.
- Maintained and streamlined client campaign advertising tag creation, configuration, testing and delivery.
- Developed Python and Visual Basic scripts for automation of repetitive trafficking tasks and data ingest into campaign and analytics platforms.

EDUCATION

Michigan State University *East Lansing, Michigan*

B.S. IN MEDIA AND INFORMATION *Aug. 2010 - May 2015*

- Specialization in Web and Information Technology, Cognate in Business