

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 using Oracle Responsys
- Collaborated with developers to streamline technical documentation, reducing onboarding time by 25 percent
- 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 25.
- 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 and Responsys Personalization Language.
- 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