

Chris Flack

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Senior Software Engineer

Growth-minded Senior Software Engineer with more than 7 years experience in the SaaS startup world. An expert in Ruby on Rails and JavaScript, with a passion for mentoring teams and intentional back-end development. Most recently found at The Juice, improving user engagement through data visualization and analysis, and providing tools to distill marketing content to key insights using AI tools.

WORK EXPERIENCE

The Juice

Early stage B2B marketing content platform, focused on distribution, content insights, and user analytics.

Senior Software Engineer

Jun 2023 – Jan 2024

- » Built a revenue attribution engine, connecting The Juice users to associated company entities in Salesforce and Hubspot, tying content engagement to revenue.
- » Analyzed audience engagement across multiple dimensions by creating the Persona Analytics feature, providing actionable insights to aid marketers in developing more targeted content strategies.
- » Built AI tooling to help content creators effectively communicate with audiences across a variety of media, reducing content consumption times by up to 90%, and improving user engagement.
- » Utilized the latest Rails releases and Hotwire Stack to maintain a cutting-edge codebase and clean, intentional back-end design, improving time-to-market for new features.

DriverReach

A modern recruiting & compliance management system purpose-built for trucking and logistics companies.

Senior Software Engineer

Mar 2022 – Mar 2023

- » Upgraded a legacy codebase through two major Rails versions. (5.0 → 5.1 and 5.1 → 5.2).
- » Developed an adaptable, efficient Rails interface for HubSpot's API v3, reducing maintenance efforts by 50%, and improving integration performance by 20%.
- » Optimized Vue frontend with an intentional component structure, resulting in faster feature development and increased consistency and reliability in UI.
- » Championed adoption of remote pairing habits, collaborative review and approval processes, and consistent design philosophies to improve code quality and cross-domain knowledge sharing.

SKILLS

Artificial Intelligence, AWS, Backend Web Development, Data Access, Data Visualization, Docker, Documentation, Git, Heroku, JavaScript, Mentoring, PostgreSQL, Redis, Ruby, Ruby on Rails, Sidekiq, Software as a Service, Stakeholder Engagement, User Engagement

JavaScript Frameworks:

AngularJS, React, Vue

EDUCATION

Bachelor Of Arts B.A. in Religious Studies

Ball State University
Dec 2010

Springbuk

A platform that provides insights and opportunities from health benefits data to help employers and benefits advisors make data-driven decisions.

Senior Software Engineer

May 2021 – Mar 2022

- » Boosted team morale and skill development by spearheading the first fully remote, cross-discipline mentorship program, teaching Rails basics to engineers from multiple teams.
- » Dockerized multiple applications for prod-like developer environments, and the lead team in adoption of this toolset, among many DevEx improvements.
- » Improved testing efficiency by developing ephemeral development environments, leading to a 30% decrease in bug resolution time and faster time-to-market for new features.
- » Lead the features team in early adoption of an in-house atomic Design System, built in React. Coordinated with the Design System team on implementation, distribution, and documentation.

Software Engineer

Apr 2019 – May 2021

- » Implemented a middleware-level logging for HITRUST's required PHI access auditing, enabling easy monitoring of sensitive data access.
- » Back-end technical lead on the Timelines feature set, developing architecture and back-end design for a preventative health tracking and wellness measurement tool.

Mobi

A mobile device management platform for enterprise scale device fleets.

Software Engineer

Feb 2017 – Apr 2019

- » Worked on development of the Workflow designer, a robust Business Process Management Notation GUI connected to the MOBI application and partner APIs.

VOLUNTEERING

Brackets For Good

Jan 2017 – Mar 2019

Volunteer Developer • Indianapolis, IN

- » Maintained and improved codebase for a fun, competitive web application gamifying philanthropic giving.
- » Monitored and responded to issues around critical go-live events during the platform's March Madness donation drive.

PRESENTATIONS

Level Up – Growth in Individuals, Teams, and Organizations

Jan 2019

<https://www.youtube.com/watch?v=AehEQVkfT0E>

Strong Parameters (& other fun party conversations)

Jun 2018

https://www.youtube.com/watch?v=CbPTb_4bVQw