

Dylan Shaw

dylanjshaw000@gmail.com | (508) 944-1304 | New York City NY

LINKS

- <https://www.linkedin.com/in/dylan-j-shaw>
- <https://iamdylan.surge.sh/>

PROFESSIONAL SUMMARY

I am passionate about transforming business initiatives into modern web solutions. My experience in technical consultative roles (Black Crow AI, Tealium) and as a developer at an ultra-fast-paced e-Comm shop (BVA) have together taught me to carefully balance client needs with business constraints. I'm comfortable working with all standard web technologies and all flavors of JS. Check out <https://iamdylan.surge.sh/> for a more colorful summary.

WORK HISTORY

Black Crow AI. New York City, New York
Technical Integration Engineer | 01/2022 - Current

- Front-end maintenance of our core product: a machine learning model that delivers (client-side) a 1-10 propensity score, which denotes a user's likelihood to purchase, to be consumed inside platforms like Facebook Ads, Google Ads and TikTok, Snapchat, etc..
- Provide technical support to clients and internal stakeholders at all phases of the sales cycle, with emphasis on pre- and intra-demo phases.
- Write ad hoc JS integrations for clients to leverage propensity scores inside unsupported platforms.
- Developed a bot using Facebook Ads API to automatically build Facebook audiences in client ad accounts.
- Regularly conduct experiments to improve product efficacy (e.g., model/score accuracy, user match rate inside target platforms).

BVA. San Diego, CA
Front-end Developer | 05/2019 - 03/2020

- Built Shopify sites and in-site components for various D2C e-commerce brands including Red Bull, Good American, Pit Viper, Freshly Picked, and BioClarity.
- Co-authored a new store boilerplate theme using Slate + GraphQL +

SKILLS

- **Technologies/Applications:** JavaScript (ES5-7, TypeScript, vueJS, reactJS, NodeJS, ExpressJS, NextJS), HTML, CSS, SASS/SCSS, Liquid, Gatsby, web APIs, SQL, Looker, Datadog, Firebase, Zendesk, TealiumIQ, Shopify, Words With Friends
- **Ecosystems:** e-Commerce, digital marketing/advertising, machine learning, web analytics, stock derivatives
- Technical writing & speaking
- Product & brand advocacy
- Client retention & relationship building
- Workflow optimization & internal tooling

EDUCATION

University of San Diego
San Diego, CA
2016

Bachelor of Science: Behavioral Neuroscience & Philosophy
Academic Advisor, Delta Tau Delta fraternity, Theta Zeta chapter

Dev Bootcamp
San Diego, CA
12/2016

Web Development Course

VueJS + SCSS.

- Regularly held agile team meetings with designers, contract developers, project managers and client representatives.

Tealium. San Diego, CA

Solutions Engineer | 05/2016 - 05/2019

- Wrote custom JS integrations for clients leveraging analytics and advertising tags from partners including Google, Omniture/Adobe, Facebook, Reddit, and Yahoo.
- Co-authored Customer Success tribal knowledge base to document workarounds for bugs in partner tags.
- Wrote extensions of TealiumIQ core library as needed for client use-cases.
- Developed a UI layer on top of TealiumIQ to automate internal processes.
- Hosted live tutorials to train clients on how to best leverage Tealium products to achieve their business goals.
- Developed Zendesk app to automatically re-assign projects of out-of-office teammates.