

# First Last

## Software Engineering Lead

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Software engineering lead with ten years' experience implementing backend systems in C++; led re-architecture of key platform that serves 100,000 requests per month, increasing speed by 20 percent; awarded the prestigious 'Most Impactful' award, given to the top 5 percent of engineers based on total impact to firm; promoted two times in 18 months, six months ahead of schedule.

### WORK EXPERIENCE

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#### Software Engineering Manager and Data Science Manager

November 2015 – Present

Resume Worded, New York, NY

Launched Miami office with lead Director and recruited a new team of 10 employees; grew office revenue by 200% in first nine months (representing 20% of company revenue). Co-managed analytics and engineering teams.

- Led the first major effort to A/B test the company's e-commerce sales page and optimize it for customer acquisition; resulted in a 7.5% increase in conversions
- Built Tableau dashboard using data from Amplitude and Segment to visualize core business KPIs (e.g. Monthly Recurring Revenue), saving 10 hours per week of manual reporting work
- Reduced signup drop-offs from 65% to 15% and increased user engagement by 40%, through a combination of hypothesis testing, segmentation analysis and machine learning algorithms

#### Business Analyst

June 2013 – October 2015

Growthsi, San Francisco, CA

First hire on the analytics team of RW Ventures funded startup (\$10mm Series A). Developed product strategies for lead Director and trained the team as it grew to 25 employees. Led redesign of mobile app and website.

- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%
- Designed training and peer-mentoring programs for the incoming class of 25 analysts in 2017; reduced onboarding time for new hires by 50%

#### Business Development Consultant

August 2010 – January 2013

Resume Worded's Exciting Company, New York, NY

Liaised with C-level executives of My Exciting Company, a RW Ventures-backed ecommerce marketplace website with 100k members which helps designers sell their artwork and designs to businesses.

- Strengthened relationships with 6 strategic partners (including Expedia, Skyscanner and Airbnb) through follow-up meetings with C-suite executives
- Developed and executed customer referral program, leading to 50% increase in referral business and \$2MM of incremental revenue

### EDUCATION

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#### Resume Worded University, New York, NY

Bachelor of Engineering — Computer Science

### SKILLS & OTHER

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**Data Visualization/Engineering:** Tableau (Advanced), Looker (Experienced), Segment, Amplitude

**Techniques:** Hypothesis Testing, Recommendation Engines, Customer Segmentation Analysis (Advanced)

**Tools and Frameworks:** Elasticsearch, Python (Keras, Scikit-learn), Hadoop, Python, Databases (MySQL)