

# Jessie Rushing

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GitHub: [github.com/immber](https://github.com/immber)

Portfolio: [immber.github.io](https://immber.github.io)

## SUMMARY

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Over 25 years combined experience in software engineering, data systems, and accounting. Exceptional leadership, commitment to operational efficiency, revenue growth focused, comfortable with production infrastructure at global scale, and strong communication skills.

## PROFESSIONAL EXPERIENCE

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### CoastWeb, LLC | FOUNDER

2024 – Present

- **Contributing open source ATprotocol OAuth implementations** in order to deepen my knowledge of Typescript as well make myself an early expert on an emerging protocol.
- **Developed popular affiliate marketing sites in targeted niches** using Webflow, Astro, Typescript, Next.JS, Stripe, and Amazon APIs, in addition to using Antropic's Claude API to automate content generation. Establishing partnerships with affiliate programs, and growing traffic through organic SEO to thousands of page views per month.
- **Built a comments hosting micro-saas service with fully automated customer onboarding** using open source tools including Coral by Vox Media, Stripe, Next.JS, SendGrid, and Google Cloud functions to automate customer subdomain creation including self renewing wildcard certs backed by Google Cloud Run & MongoAtlas.

### Vox Media, LLC | ENGINEERING MANAGER

2021 – 2023

- **Promoted to lead a newly formed Site Reliability Engineering team** and unify acquired consumer products cloud and CDN infrastructure to ensure future platform supportability.
- **Closed first open SRE role in less than 60 days** from requisition to signed offer, proving ability to quickly ramp up an SRE team to adapt to changing business priorities.
- **Supervised migration of critical services from AWS Elastic Container Service (ECS) to Elastic Kubernetes Service (EKS), while simultaneously migrating CICD pipelines from CircleCI to GitHub Actions** to future-proof infrastructure by working closely with developer teams to identify & deprecate abandonware.
- **Mentored junior engineering managers** on establishing team rituals including giving and receiving feedback; as well as consistently provided organization wide guidance as a recognized leader of one of the top performing engineering teams based on internal team scoring metrics.

### The Coral Project, Mozilla Foundation | SENIOR SITE RELIABILITY ENGINEER

2018 – 2021

Coral was acquired by Vox Media in January 2019, I joined as a contractor while they were still under Mozilla Foundation.

- **Independently built & scaled SaaS hosting infrastructure now generating millions in annual revenue** and adding 2M+ comments & >100k new users every month by migrating live production client instances from Heroku to GKE, with 0 down time.
- **Consulted and advised external media organizations** on migrating legacy databases in excess of 300GB of comments data into MongoDB. **Solved scalability problem to enable unbounded comment data growth** by working with app devs to create an archiving feature and ensure future resource availability.
- **Maintained 99.9% uptime across services, by participating in strategic planning** for application and infrastructure observability, including creating incident response policies with automated integrations using Stackdriver, Slack, Pingdom, and PagerDuty, and reporting to senior leadership.

## PROFESSIONAL EXPERIENCE, *continued...*

<b>Taulia   SITE RELIABILITY ENGINEER   San Francisco, CA</b>	2015 – 2018
<ul style="list-style-type: none"><li>• <b>Developed data streams to ETL MySQL data of \$1+ trillion worth of invoices</b> (200+ million documents) to predict customer behavior using ML analytics on data warehouse using MySQL, AWS (Kinesis, Lambda, PostgreSQL, and Redshift).</li><li>• <b>Reduced elasticube build time 62% (from 4 to 1.5 hours)</b> on 1.5GB analytical data elasticube by implementing optimized SQL views on source data.</li><li>• <b>Automated manual monthly process</b> updating exchange rate data for 150+ currencies by writing Python script to pull currencies from 3rd party API into MySQL database.</li><li>• <b>Selected to receive training in Google's SRE methodologies</b>, performed 24-hour on-call application support, as well as closed 10 – 25 tickets weekly, locating &amp; reproducing bugs.</li></ul>	
<b>JR Consulting &amp; QBUtility.com   FOUNDER &amp; SOFTWARE ENGINEER</b>	2010 – 2022
<ul style="list-style-type: none"><li>• <b>Founded a VAR &amp; MSP based consultancy serving over 100 clients</b> focusing on ERP solutions &amp; MSSQL database applications. JRC was the first ACCTivate VAR to achieve Gold partner status.</li><li>• <b>Developed QBUtility.com, an eCommerce website</b> selling 5+ VB.NET utility applications to assist bookkeepers and accountants with manual tasks in QuickBooks.</li></ul>	
<b>Topaz Distribution LLC   FINANCE DIRECTOR / MANAGING DIRECTOR</b>	2007 – 2009
<b>Smooth Motion Pictures &amp; Trinity Home Ent   ACCOUNTING MANAGER</b>	2004 – 2008
<b>JRE Medical   DATA SYSTEMS ANALYST / SENIOR ACCOUNTANT</b>	2004
<b>Kama Sutra   OPERATIONS MANAGER</b>	1999-2003

## SPEAKING EXPERIENCE

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<b>Lightning Talk   @ATmosphere 2025</b>	
“Tales of adding oAuth ‘Login with Bluesky’ to an open source comments tool”	2025
<b>Featured Speaker   SADA Impact</b> (unfortunately session canceled due to COVID)	2022
“Demystifying Migrations to GKE”	
<b>Featured Speaker   GitLab Commit</b>	2021
“Fear Not Integration: How to Connect an Existing Kubernetes Cluster to GitLab”	
<b>Featured Speaker   Scaling New Heights</b>	2013, 2014
“Top 5 QuickBooks Inventory Issues: What you will encounter in the wild”	
“Managing the Implementation Project”	

## BOARD EXPERIENCE

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<b>National Association of Women Business Owners (NAWBO)</b>	Ventura County, CA
<b>TREASURER</b>	2012-2015

## EDUCATION

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<b>Graduate, Dev Bootcamp</b> , San Francisco, CA	2015
<b>B.S. Accounting</b> , Western Governors University	2011
<b>Graduate</b> , Moorpark High School	1999