

# Jason Burleigh

**Solutions & Integration Engineer / Systems Integration Engineer**

Los Angeles, CA

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(818) 744-2318

## Websites and Social Links

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GitHub: <https://github.com/jburleigh92/se-technical-portfolio>

LinkedIn: <https://www.linkedin.com/in/jason-burleigh-962903396/>

## Summary

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Technical Operations & Solutions Engineer with a proven record of designing and maintaining complex, multi-system architectures across high-volume, real-time operational environments. I specialize in building reliable workflows, integrating disparate platforms, and translating operational challenges into stable technical solutions.

- End-to-end systems design: POS, dispatch, eCommerce, CRM, SMS, loyalty, payment engines, and automation layers
- Deep experience with API integrations, Python automation, webhook orchestration, data normalization, catalog architecture, and cross-platform troubleshooting
- Known for owning complex technical problems, improving system reliability, and delivering scalable solutions that directly support day-to-day operations

## Experience

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### Solutions Engineer / Systems Integration Lead

*CA Leaf Company DBA Baked Budz, Los Angeles, CA*

*Feb 2022 — Oct 2025*

Built and maintained the full multi-system architecture connecting POS, dispatch, payment, CRM, loyalty, eCommerce, and notification platforms for a 50+ orders/day operation.

- Developed PostPay, a Python-based payment verification engine (Gmail API, iMessage DB, regex, Slack API) that automated Zelle/Cash App/Venmo/Apple Pay verification, eliminated 10–15 minute dispatcher delays, and included Slack-based observability for real-time operational alerts.
  - Developed AutoEnrollEngine, a webhook system (Flask, Selenium) that programmatically extracted ETAs and auto-created Alpine IQ profiles via API—replacing manual signup and raising customer enrollment from ~10–15% to nearly 100%.
  - Co-architected [BakedBudz.store](#) v1 → v2 with developers, defining API mappings, catalog sync logic, and dispatch workflows across Blaze POS, WooCommerce, and tracking systems.
  - Authored technical SOPs and integration docs improving onboarding and cross-team reliability of operational workflows.
- Tech: Python, Flask, Selenium, REST APIs, Webhooks, JSON, SQLite, OAuth2 (Gmail), Blaze POS API, Tookan/Onfleet-style logistics APIs, Alpine IQ API, WooCommerce, Slack API, Heroku.

### Operations & Technical Systems Lead

*Sequoia North LLC DBA Dyrect Delivery, Los Angeles, CA*

*Jun 2020 — Feb 2022*

Led the full technical and operational system architecture for a high-volume delivery operation (120+ orders/day), owning integrations, data pipelines, catalog systems, and platform configuration across Blaze POS, Onfleet, WooCommerce, a custom iOS app, and a third-party ID verification API.

- Designed and maintained all cross-platform workflows (POS → dispatch → eCommerce → app), defining API usage, data mapping, and webhook behavior with the developer.
- Built and standardized the catalog pipeline across 50+ vendors, automating Excel processes (VLOOKUP/xMATCH, pivots, macros) to ensure accurate pricing, potency, taxonomy, and menu-sync.
- Re-engineered routing from the “ice cream truck” model to a centralized dispatch model—reducing inventory loss, routing failures, and order cancellations while improving compliance and delivery efficiency.

- Owned all technical troubleshooting across POS, dispatch, catalog, and app systems—resolving SKU mismatches, order failures, inventory discrepancies, and integration issues during rapid scaling.
- Served as the technical liaison between the CEO, developer, and operations team—translating operational challenges into system requirements and guiding app behavior, data flows, and compliance logic.

## Operations Technology Manager

*VFARM 1509 Inc DBA Rose Collective, Los Angeles, CA*

*Feb 2015 — Jun 2020*

Built the foundational technical operations layer for a high-volume retail/delivery environment, owning POS configuration, catalog accuracy, order workflows, and daily system stability.

- Managed all operational platforms (POS, inventory, menu systems, CRM), ensuring accurate data flow, preventing order failures, and maintaining consistent catalog and pricing updates across all channels.
- Standardized product data across dozens of vendors—cleaning inconsistent spreadsheets/PDFs, defining naming/taxonomy rules, and establishing structured processes for catalog updates and compliance.
- Troubleshoot end-to-end operational issues (SKU mismatches, inventory errors, order flow failures, system outages), serving as the primary technical escalation point for staff and management.
- Created and documented SOPs for intake, verification, order routing, inventory handling, and compliance workflows—dramatically improving consistency and reducing avoidable error cases.
- Introduced data-driven decision-making through advanced Excel workflows (VLOOKUP/xMATCH, pivot tables, formulas), supporting forecasting, purchasing, and performance reporting.

## Skills

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### INTEGRATION & SYSTEMS ENGINEERING

- REST APIs • Webhooks • JSON • API Authentication (OAuth2)
- Blaze POS, Onfleet, Alpine IQ, WooCommerce
- Multi-system workflow design & architecture mapping

### AUTOMATION & SCRIPTING

- Python (automation, API clients, data parsing)
- Flask (webhook listeners, microservices)
- SQLite (lightweight DBs, deduplication)
- Regex parsing • Selenium (dynamic extraction)

### DATA & ANALYTICS

- Data normalization • Catalog taxonomy design
- Excel automation (VLOOKUP/xMATCH, pivots, macros)
- KPI reporting & operational dashboards

### TECHNICAL OPERATIONS

- End-to-end debugging across POS, eCommerce, logistics & CRM
- Incident triage, root-cause analysis, integration support
- SOP design • Cross-functional technical communication

### TOOLS

- Postman • Git/GitHub • Slack API • Google Workspace • Heroku

## Education

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*Associate of Science, Engineering Foundations, Moorpark College, Moorpark, CA, 2011 — 2013*

## Certifications and Licenses

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- **Postman API Certification:** *Completed Nov. 2025*
- **MuleSoft Integration Associate:** *In progress - expected completion Dec. 2025*
- **AWS Developer – Associate –** *In progress - expected completion Mar. 2026*