JOSEPH CAMPBELL

Software Engineering Leader

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EXPERIENCE

Software Engineer - Search Engine Optimization (SEO)
Wayfair

📅 June 2017 – Present   📍 Boston, MA

Software Engineer III (Sr. Engineer / Engineering Manager / Tech Lead) 2020 – Present
Software Engineer II (Tech Lead) 2019 – 2020
Software Engineer I 2018 – 2019
Software Engineering Intern Summer 2017

Accomplishments

- Led team to implement a synthetic text system to increase the semantic value (and relevance to customers) of all Wayfair's footers. Designed using a CQRS architectural pattern - resulted in $40M yearly SEO GRS
- Created an internal linking system which has grown to provide $8M in yearly SEO revenue
- Designed and led implementation on an SEO page semantic scoring system, utilizing a micro service and event driven architecture
- Grew direct reports from interns to senior engineers through direct career and technical coaching
- Continuously improved the broader SEO team's (60 people across marketing, product, QA, and engineering) SQL and python skills through hosting weekly office hours

Responsibilities

- Manager and tech lead of the SEO Impressions Pod (three direct reports ranging from entry level ICs to senior engineers)
- Interview senior level engineering candidates as well as cross functional product partners
- Lead roadmapping, partners with product on high priority projects in addition to the long term plan
- Collaborate with third party vendors to bring in new data sets / features to Wayfair by establishing requirements and partnering on implementation
- Create technical documentation which is widely used by engineers and cross functional partners

Teaching Assistant - Web Programming
Tufts University

📅 January 2017 – May 2018   📍 Medford, MA

- Worked individually with students on homework assignments and projects in the 120 person class
- Graded student projects, providing constructive feedback

SKILLS

Java   Springboot   PHP   Management   Google Cloud Platform   Docker   Kubernetes

JavaScript   React.js   SQL Server   Python   SEO   BigQuery   System Design

EDUCATION

BS Computer Science
Tufts University School of Engineering

📅 September 2014 – May 2018   📍 Medford, MA

Magna Cum Laude | 3.7 GPA
Minor in Economics