

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

Key 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 (Java Spring Boot, Docker, K8s, Kafka)
- 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 Engineering Pod (increased scope from three to eight 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