

JAMES MCCARTHY

SOFTWARE ENGINEER



ABOUT

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SUMMARY

An innovative Software Developer with 6 years of experience in web-based technologies who demonstrates excellent leadership and communication skills. Experienced in agile methodologies and the software product lifecycle. A firm believer in delivering high-quality software through the use of behavior-driven development applying SOLID principles to guide design patterns.

EXPERIENCE

BRKFST.IO

01/2020 - PRESENT

LEAD BACKEND DEVELOPER

- Implemented SAAS platform to streamline the creative process for brands and creators by automating the common pain points in the digital marketing workflow. Including vetting creators, building campaign structures, formulating audiences, creating ads, making optimal bid changes for target KPI's, and reporting metrics.
- Introduced Terraform Infrastructure as Code and Terraform Cloud into all projects for scaling Azure services. Increasing developer experience by providing transparency into running infrastructure and established version-control for service updates.
- Spearheaded the creation and development of Azure Function Apps to handle backend processes to reduce system complexity. Enabling continuous deployment and decreasing the time needed to deliver features by 50%.
- Integrated Docker into Azure Pipelines to build and deploy containers to Azure Container Registry for deployment to Function Apps. Providing a highly configurable Azure Function environment and reducing the time required to deploy changes.
- Utilized a microservices approach to implement the application's media processing system using Azure Functions written in TypeScript. Used Azure Blob Storage and the Event Grid to trigger the system upon file upload and integrated SignalR to broadcast output URIs to connected clients via WebSocket.
- Built scalable Node.js web services in Typescript using Express to handle a high-volume of concurrent requests from client applications. Secured web services through the use of authorization with JWT.
- Deployed a client-side application built with React using TypeScript(TSX) to create a highly interactive and performant user interface.
- Enforced behavior-driven development through unit and integration testing to match acceptance criteria defined in user stories. Decreasing the amount of bugs created each sprint and reduced overall tech debt.
- Lead a team of developers using a scrum/Kanban hybrid Agile methodology to plan, design, configure, and test web services for CI/CD.
- Streamlined scrum workflow by maintaining daily stand-ups, sprint planning, spring retrospective, employing Kanban story boards, managing blockers and formulating actionable items for release deliverables.
- Conducted formal code reviews for the team, enforcing best practices in Object-Oriented design through SOLID principles. Which increased the defect detection rate by 20-30% compared to unit & integration testing.

WITHIN

07/2018 - PRESENT

FULL STACK DEVELOPER

- Maintained backend legacy code built in Ruby with Ruby on Rails to automate the daily workflows of the digital marketing team.
- Built client-facing dashboards and tools using React for tracking brand metrics across multiple advertising platforms, these included: Facebook Advertising, Google Ads, Google Analytics, Search Ads 360, Display & Video 360, Snapchat Ads and Amazon Advertising
- Created an ad-pruning tool for Facebook Ads Manager utilizing Facebook Marketing API to remove the bottom-performing ads from an adset using filters provided by the user; Provided a React front-end form using Formik for handling user input.
- Set up Google Tag Manager for brands to easily create tracking tags, triggers, and variables for various platforms.

BRANDS DISTRIBUTORS INC

06/2017 - 07/2018

FULL STACK DEVELOPER

BACKEND

ADVANCED

TYPESCRIPT
NODE.JS
EXPRESSJS
RESTFUL ARCHITECTURE
MULTI-LAYER ARCHITECTURE
MICROSERVICES
ARCHITECTURE

DATABASES

ADVANCED

POSTGRESQL
MS SQL
MONGODB
COSMOSDB
ORM
ERD MODELING

FRONTEND

INTERMEDIATE

TYPESCRIPT
REACT
REACT HOOKS
REDUX
HTML5
JSX
SCSS/CSS3

INFRASTRUCTURE

INTERMEDIATE

AZURE
AZURE PIPELINES
AZURE DEVOPS
AZURE EVENT GRID
AZURE BLOB STORAGE
AZURE STORAGE QUEUES
AZURE FUNCTIONS
SERVERLESS
TERRAFORM
DOCKER

PROJECT

INTERMEDIATE

GIT FLOW
AGILE-DEVELOPMENT
SOLID DESIGN PRINCIPLES
OAS (SWAGGER)
BEHAVIOR-DRIVEN
DEVELOPMENT

DOMAIN KNOWLEDGE

INTERMEDIATE

DIGITAL MARKETING
FACEBOOK MARKETING
GOOGLE ADS
GOOGLE TAG MANAGER

- Created Node.js REST APIs for supporting inventory management automation in warehouse and e-commerce platforms by leveraging data from MS SQL database into platform API's
- Integrated Yotpo API to initiate mail after purchasing campaigns using order data. Increased brand on-site reviews and organic search rank.

EDUCATION

SUNY OLD WESTBURY

09/2015 - 07/2018

BACHELOR OF SCIENCE IN COMPUTER SCIENCE
3.91

AWARDS

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SUNY OLD WESTBURY