KERI MEDEIROS | SOFTWARE SUPPORT ENGINEER

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SUMMARY

Support engineer skilled in resolving complex technical issues, optimizing operational processes, and user-centric customer advocacy. Experience contributing to the growth and operational scale of media companies and technology platforms with hundreds of millions of users worldwide.

TECHNICAL SKILLS

Frontend: HTML, CSS, JavaScript, React.js, Next.js
Backend: Node.js, Express, RESTful APIs, PostgreSQL, Knex.js
Other: Ticketing Systems (Zendesk, Intercom), Postman, Git/GitHub, Vercel, VS Code, Docker, Salesforce, Jira

PROFESSIONAL EXPERIENCE

Rebuy Engine   Remote / Distributed
Software Support Engineer   06/2023 - Present
- Responsible for troubleshooting and resolving technical issues for high-growth Shopify merchants using Rebuy's ecommerce marketing software, including partner integrations and custom site implementations.
- Collaborates closely with Product and Engineering teams to conduct user acceptance testing, bug triage, QA, and gather user feedback to improve product development for the Rebuy Engine platform.
- Assists in updating product documentation and refining Support Team operational processes.

Hack for LA   Remote / Los Angeles, CA
Software Development Volunteer   03/2023 - 06/2023
- Contributed to the development of the HackForLA.org website, facilitating the non-profit organization's communication with volunteers, stakeholders, and donors as part of the L.A. Code for America Brigade.
- Collaborated with a distributed team of volunteer developers to implement bug fixes and website feature requests as prioritized using a Kanban style project board.
- Ensured the delivery of high-quality code by reviewing pull requests and provided feedback to improve clarity, maintainability, and functionality.

Google (YouTube)   Remote / Los Angeles, CA
Digital Media Operations Manager   04/2019 - 04/2022
- Managed digital media launch operations for subscription and ad-supported video content across YouTube and YouTube TV for major entertainment studios, record labels, and advertising partners.
- Oversaw a team of contractors responsible for media asset delivery processing, ads enablement, quality assurance, content protection, and technical troubleshooting required to onboard high-profile partners onto YouTube's premium content management platform.
- Supported workflow automation efforts by establishing new operational processes and developing proprietary digital media management software in partnership with global Product and Engineering teams.

Netflix   San Francisco, CA / Los Angeles, CA
Program Manager, Marketing Technology & Operations   03/2018 - 04/2019
- Facilitated internal tooling feature requests from the Global Marketing Operations team and collaborated with Product Management and Engineering teams to develop a quarterly product roadmap for in-house marketing tooling solutions, enabling global scale and improving marketing campaign launch efficiency.
- Led trainings and conducted user acceptance tests for new product feature releases for internal marketing technology tools used by 500+ users across the Netflix Global Marketing Operations org.
- Performed comprehensive software testing and validation to ensure seamless integration of proprietary digital marketing and advertising tools with technology partners such as Google, YouTube, Facebook, and X (Twitter), as well as digital ad creative agencies across the globe.

Global Ad Operations Lead 02/2016 - 03/2018
- Managed end-to-end digital advertising operations for global member acquisition marketing efforts, including ad creative production, trafficking, quality assurance, and troubleshooting for digital marketing and paid social campaigns with allocated media budgets exceeding $500MM+.
- Collaborated with Product and Engineering teams to develop proprietary marketing technology tools and software used to successfully reduce turnaround time from creative production to campaign launch.

DataXu (acquired by Roku) Boston, MA
Ad Operations Team Lead 09/2015 - 02/2016
- Launched and optimized cross-platform digital marketing campaigns using in-house ad technology software to support 50+ clients with programmatic marketing budgets exceeding $10MM+.
- Served as escalation point of contact for ad creative technical issues and ad exchange compliance issues, partnering closely with the Support Engineering team to ensure timely resolution of client escalations.

Ad Operations Specialist 01/2014 - 09/2015
- Resolved all client requests received through an internal Salesforce ticketing system within defined service level agreements (SLAs), including tasks related to ad creative trafficking, ad quality assurance review, and technical troubleshooting for marketing campaigns using DataXu's ad technology software.
- Oversaw third-party ad server software certification processes and effectively integrated DataXu's ad technology stack with more than 30 ad technology partners, including Google, Facebook, and Yahoo.

Boston Globe Media Boston, MA
Digital Ad Operations Coordinator 06/2012 - 05/2013
- Managed the launch and optimization of digital advertising campaigns across all Boston Globe Media affiliated websites such as Boston.com and BostonGlobe.com, reaching millions of site visitors each month.
- Led the testing and rollout of innovative display media and video ad units (HTML, JS, and XML formats).

Audacy, Inc. (formerly Entercom Communications) Boston, MA
Digital Ad Operations Coordinator 11/2010 - 06/2012
- Partnered with digital producers to develop and launch display banner ads (HTML and JS formats), promotional emails, and audio/video ads for digital advertising campaigns across multiple New England commercial radio station websites and their associated internet radio streaming apps.
- Served as primary point of contact for Sales and Account Management teams in regards to digital ad specifications, website ad inventory availability, and technical requirements for ad campaign launches.

EDUCATION

Thinkful Online
Certificate, Software Engineering Program 05/2022 - 03/2023
- Learned industry best practices and software development standards with a focus on JavaScript, HTML5, CSS3, React, Node.js, PostgreSQL, RESTful APIs, algorithms, and data structures.
- Developed and deployed mobile-first applications while learning new languages and frameworks, spending several hours per week collaborating with senior web developers in a mentor-student relationship.

Emerson College Boston, MA
Bachelor of Science, Marketing 05/2010