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Krista Goralczyk

A dynamic and results-driven solutions engineer and developer with 12+ years of experience. She brings technical expertise, a passion for communication, and a sense of humor to the table, with a track record of completing projects for prestigious institutions like Carnegie Mellon University, speaking for numerous organizations, and volunteering. A perpetual learner with a curious mindset, she remains eager to take on any new challenge.

SKILLS

Business
- Executive presence, championship building, opportunity discovery, build and conduct custom demos, Salesforce, conference & panel presentations, global telecom compliance, enterprise account management

Technologies
- Proficient: ECMAScript 6 JavaScript, React, Node, RESTful APIs, Git, Linux, Postgres, MySQL, Tooling (yarn, npm, Webpack), HTML5, CSS, Web Performance, Jira, AB testing, Webhooks
- Familiar: AI, Python, Amazon Web Services, Docker, DynamoDB, Adobe Suite, Google Dialogflow, bash

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EMPLOYMENT

Senior Solutions Engineer   **Twilio**   **June 2021 - November 2023**
- One of three winners at the Twilio Solutions Engineer Summit AI Hackathon in September of 2023. Created a chatbot virtual agent that ties into Programmable Messaging and instantly deployable with Twilio Functions.
- Presented at Twilio SIGNAL conference 2022. Collaborated with client FlixBus to discuss the top five recommendations to improve an IVR using Twilio Studio and Google Dialogflow. Created a reusable asset for marketing, and generated several leads.
- Close $3.5M+ per fiscal quarter for customized API and software based solutions. Conduct opportunity discovery, ensure technical requirements are met, craft and present demos, and verify security requirements are fulfilled.
- Developed an open-source custom demo platform showcasing Twilio products, including Programmable SMS, Programmable Voice, and MFA. This platform significantly accelerated internal demo preparation and streamlined customer onboarding.
- Partnered with key product managers to build opportunity plans for new strategy with Programmable Messaging, Google Dialogflow, and IVR systems.
- Wrote three total blog posts featured on twilio.com. The first provides a resolution for the number one requested solutions gap in the Programmable Messaging product sector: adding custom attributes (metadata) to the Create Message API endpoint. Total weighted solutions gap metrics for opportunities at risk asking for custom attributes in 2022 was $555K+.
- Is one of the top two solutions engineer performers in 2021 Q4 in the North America territory, with $3.5 million closed for the fiscal quarter.
- Mentored a new Solutions Engineer from hire to launch in Q2 2022.

Senior Software Engineer   **The Zebra**   **July 2019 - June 2021**
- Increased company revenue through conducting an AB experiment of a redesign on the auto quotes results page. By consolidating similar results types, users were able to make better decisions about which car insurance to select and overall revenue increased by 18-20%.
- Simultaneously increased company revenue and drastically lowered the time of loading results by 66% through the rework of results aggregation and fetching logic. This was a years-long company initiative that our team was the first to achieve. This project also enabled us to sign major clientele, including Progressive Insurance.
- Was technical lead on several projects, including multivariate experiments, bundling cross sell of insurance products, live chat integrations, results page redesigns, and the strategic staggering of backend requests to coincide with our insurance partners quote retrieval logic.
- Work closely with product and design teams to conduct research on proposed projects concerning the auto quotes

results page, and subsequently create a comprehensive technical plan complete with pointed Jira tasks.
- Founded the Sustainability Employee Resource group and led several initiatives for recycling and community improvement.

Lead Software Engineer **Rocket Dollar** **July 2018 - July 2019**
- Create and maintain four main proprietary products: financial onboarding, customer dashboard, internal fulfillment dashboard, partnership API. These are built using React.js, a Python and Postgres backend, and CentOS servers hosted on Amazon Web Services.
- Manage a team of several engineers, design, and quality assurance personnel in order to make timely deadlines.
- Conceptualize, manage, and groom the two-week sprints through Jira in order to fulfill and exceed expectations regarding rapidly changing business objectives in a startup environment.
- Pitch the company to potential investors, participate in startup competitions, and present the company at events such as SXSW Luminaries, panels hosted by Yodlee, BlackRock Financial, and more.
- Work closely with the executives, marketing, and sales teams to ensure specific and detailed business requirements are both understood and communicated effectively in a cross-functional manner.
- Assisted the company in becoming SOC 2 security compliant in a month's timespan.
- Implement technical architecture & process improvements including: code migration to Github, created a deployment process, a code review system, product roadmap, and scheduled batch data syncs to Hubspot.
- Create wireframes, UI kits, conduct sales calls, and be heavily involved with overall direction of the company: improving hiring processes with emphasis on diversity, and promoted Rocket Dollar through participating in technical affiliate cohorts, VC pitches, and panels.

Senior Software Engineer **Briggo** **January 2018 - March 2018**
- Upgraded a Cordova-wrapped web, iOS, and Android application using ECMAscript 6, React.js, Redux, and Webpack. Introduced formalized patterns for improved code performance and maintenance.
- Conducted UI/UX tests with *usertesting.com* to get targeted application feedback for task prioritization.
- Created and presented wireframes to stakeholders based on feedback and research, in order to reduce friction on initial user entry the application.

Software Engineer **Concierge Auctions** **November 2016 - January 2018**
- Conceptualized and pitched a React Native application, to rapidly train new field employees regarding role-oriented procedures, recurring daily requirements, and recommended sales conversations.
- Built and contributed to several open-source modules using React.js and Google's Material-UI, including a responsive and filterable table library, a styled-components library for material-ui, and a WYSIWYG editor library.
- Normalized, verified, and migrated hundreds of thousands of property address records, and safeguarded data integrity through microservices and Salesforce validation.

Software Engineer **Red Ventures** **September 2015 – November 2016**
- Lead developer on an A/B and multivariate test configuration application built with Node.js, React.js and Redux. Oversaw the project through the full software development lifecycle: from initial requirements to full production deployment. Iterated rewrites and enhancements on a complete project five times within a single year. Mentored team engineers through code reviews and pair programming.
- Contributed to an internal tool used to manage the leasing and recycling of phone numbers to call centers.
- Developed an open source boilerplate React.js application used as a starting template by frontend engineers.
- Lead coordinator for a two day seminar to teach the engineering department React.js.

- Participated in the 2015 Red Ventures hackathon by creating a full stack JavaScript e-commerce application, that generates a clearance-sale site given a CSV of products.

Senior Sales Engineer **Branding Brand** **September 2013 – July 2015**
- Conducted pre-sales discovery sessions with potential and existing clients for mobile e-commerce solutions.

Provided contractual scopes of work, and gantt timelines based on audited contract features and historical data.

- Migrated demo hosting and deployment from Heroku to Digital Ocean, decreasing hosting fees by 86%, while increasing server reliability, and ease of use for the development team via deployment hooks into Github.
- Project lead on the Ace Hardware native applications, and the Submarino Viagens mobile website from pre-sales to launch. Created tasks and lead sprints for a team of developers, and relayed progress reports to the project stakeholders.
- Created a demo video strategy in lieu of a fully developed mobile e-commerce prototype, using InVision, Reflector, and Adobe AfterEffects.
- Prototyped an e-commerce conversion projection tool in Excel for sales agents to quickly provide quantifiable insight to potential clients on increases in key performance indicators.

Web Developer   **Wall-to-Wall Studios**   **October 2012 – September 2013**
- Built responsive and fully content-managed websites using Ruby on Rails, Sass, jQuery, and MySQL.
- Built a Ruby on Rails module to store and output tweets from multiple accounts compliant with Twitter's v1.1 API.
- Deployed and maintained company sites hosted on AWS ec2 servers.
- Managed a team of remote engineers responsible for adding a 'career module' to the in-house CMS.

Junior Software Engineer   **Aethon Robotics**   **May 2012 – October 2012**
- Used jQuery Mobile, AJAX, and PHP to initialize the redesign of the MedEx mobile application, a pharmaceutical chain-of-custody scanning device paired with reporting software.
- Created and modified report generating software concerning chain-of-custody pharmaceutical data.

C++ Course Instructor & Creator   **iD Tech Camps - Carnegie Mellon**   **June 2011 - March 2012**

- Taught basics of object-oriented programming to students ages 12 to 17 in weekly classes of eight.
- Created a set of 80 modules for the following season's C++ course instructors at all locations across the United States to use as guides and content for their classes.

EDUCATION & MISCELLANEOUS

- Graduated Slippery Rock University in 2012, B.S. in Information Systems Management, minor in Asian Studies
- Volunteer at Denver DFL Animal Shelter, dog walker for behavioral development & quality of life
- Low level proficiency in French, Japanese
- 2007 NCAA Soccer participant at Westminster College