

Krista Goralczyk

SKILLS

Business

- Executive presence, champion building, opportunity discovery, pitches, demos, Salesforce, conference & panel presentations, compliance, security, enterprise account management, value selling, SEO

Technologies

- Expert: JavaScript, React, Node.js, cloud architecture, web performance, RESTful APIs, Next.js, Git, Linux, Postgres, SQL, HTML5, CSS, Jira, AB testing, webhooks, telecom, serverless, Lua
- Proficient: AI, Python, Docker, Adobe Suite, Google Dialogflow, bash, game development, Snowflake

EMPLOYMENT

Principal Solutions Architect

Harper Systems

December 2024 - August 2025

- Partnered with 20+ enterprise clients and Akamai throughout the course of a complex deal cycle in order to solve unique large-scale problems such as high throughput demand or global SEO enhancement. Deal size is \$200k - \$4M+.
- Created prototypes and demos to secure new business: API aggregator for traffic loads of 850k requests per second, Twilio SMS opt-in tracker, and ecommerce demo using Harper, Next.js, OpenAI, Algolia. Demonstrates LCP scores on dynamic web pages ~0.08seconds before a cache hit. Code and video of demo available.
- Immediately migrated two enterprise websites onto Harper in less than 10 weeks, under strict holiday deadlines.
- Led developer workshops which generated 30+ enterprise level leads.

Solutions Engineer

Vercel

February 2024 - December 2024

- Won *top performing SE in North America* in first 6 months by closing \$1.6M+ annual recurring revenue.
- Closed a company historical top-10 opportunity of \$400k during her first quarter.
- Organized a training session for Solutions Engineers to detect and analyze DDoS attacks. The session helped solve urgent customer difficulties with security, thus retaining several high-profile client relationships and their business.
- Referred and onboarded a new Solutions Engineer. He is now the current top SE in his department.
- Created and led the *Demo Best Practices through Improv* workshop at the first sales department on-site event in company history, creating a supportive and interactive activity for introverted engineers. It received rave reviews.
- Closed the company's first AI product enterprise opportunity.

Senior Solutions Engineer

Twilio

June 2021 - November 2023

- Winner of the Twilio Solutions Engineer Summit AI Hackathon in September 2023. Created a chatbot virtual agent that communicates through Twilio SMS, using serverless functions.
- A top two solutions engineer in the North America territory, Q4 2021, closing \$3.5 million.
- Wrote three blog posts. 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+.
- Led a presentation with client FlixBus/Greyhound on how to improve an interactive voice system using Twilio Studio and Google Dialogflow at the Twilio SIGNAL conference 2022. Video available on YouTube.
- Developed an open-source demo platform showcasing various Twilio APIs, thus accelerating internal demo preparation and provided a programmatic onboarding example for potential clients.

Senior Software Engineer

The Zebra

July 2019 - June 2021

- Built and conducted an AB experiment of a redesign of the results page. Loading times were lowered by 66%, and the test confirmed overall revenue increased by 18% with the new design. This attracted a new major client.
- Technical lead on several high-profile projects achieving success and trust throughout the full organization. Able to quickly partner across departments to achieve complex projects that spanned several teams such as swapping out

multivariate testing software to ensure data legitimacy required all engineering teams, product, and data science.

- Founded the Sustainability Employee Resource Group. Led initiatives for recycling and community improvement.

Lead Software Engineer**Rocket Dollar****July 2018 - July 2019**

- Created and maintained four products: customer onboarding, dashboard, order fulfillment, and partnership API.
- Managed a team of three engineers in order to hit every deadline through two-week sprints organized in Jira.
- Pitched to potential investors and presented at events such as SXSW Luminaries and panels hosted by BlackRock.
- Added features required for SOC 2 security compliance in the timespan of one month.
- Implemented necessary process improvements such as code migration to Github, deployment process, code review, product roadmap, and scheduled batch data syncs to Hubspot.

Software Engineer**Concierge Auctions****November 2016 - January 2018**

- Normalized, verified, and migrated hundreds of thousands of property address records fetched from various APIs, and inserted into Salesforce. Thus, ensuring company property data was organized, clean, and up to date.
- 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.

Software Engineer**Red Ventures****September 2015 – November 2016**

- Lead developer on a proprietary multivariate testing software for a Fortune 100 client. Oversaw the project from initial requirements to full production deployment. Completed five iterations of improvements within one year.
- Developed an open source boilerplate React.js application used as a starting template by frontend engineers.
- Lead coordinator for a two day seminar with Ryan Florence to teach the engineering department [React.js](#).
- Created a program that generates an e-commerce application from a CSV of products for a 2015 hackathon.

Senior Sales Engineer**Branding Brand****September 2013 – July 2015**

- 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 for two fortune 500 clientele, from pre-sales to production launch.
- Created a demo process with Adobe AfterEffects in lieu of a full prototype to reduce engineering hours per month.
- Created a pricing calculator to enable account executives to generate quotes for known project structures.

Web Developer**Wall-to-Wall Studios****October 2012 – September 2013**

- Built responsive, content-managed websites using Ruby on Rails, Sass, jQuery, and MySQL for Carnegie Mellon.
- Built a Ruby on Rails module to store and output tweets from multiple accounts compliant with Twitter's v1.1 API.
- Deployed and maintained client sites hosted on AWS ec2 servers.
- Managed a team of remote engineers to hit deadlines for adding custom modules to the in-house CMS.

Junior Software Engineer**Aethon Robotics****May 2012 – October 2012**

- Built the MedEx mobile software for a pharmaceutical chain-of-custody prescription scanner.

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

- Taught students ages 12 to 17 object-oriented programming in order to develop text-based games.
- Created 80 lesson modules for the 2013 season's C++ instructors at all locations to use as guides 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 Japanese: spoken, written
- Wine & Spirit Education Trust (WSET) Level 1 Wine Certified, Cicerone Level 1 Certified
- 2007 NCAA Soccer participant