

William James Purcell

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I am a detail-oriented engineer and curious learner with over 10 years of experience in tech startups. I am passionate about optimizing systems and processes, particularly front-end user experience and API performance. Given my background including engineering and customer facing roles I foster robust collaboration between Product, Engineering, and customers to deliver high quality features designed to meet user needs. I thrive on producing efficient code and customer advocacy.

Skills

Proficient	Experienced	Familiar
JavaScript, React, NodeJS, Express, React Native, MongoDB, CSS, Mongoose, Git, Github	TypeScript, NextJS, Tailwind, PostgreSQL, Redux, S3, Redshift, BigQuery	Java, Swift, Python

Experience

Amplitude New York, NY - *Senior Strategic Solutions Consultant* – November 2018 - June 2023

I joined as an IC on a startup team of ~150 people, growing into a Senior Strategic lead of our NYC Solutions Engineering team to a company of ~700 through to a public event, with AMPL now listed on Nasdaq

- Spearheaded Amplitude's east coast enterprise technical sales, technical customer support, and data ingestion (SDK, ETL) for customers including Fox, Vimeo, CNBC, Fidelity, Discovery, and Under Armour
- Product & implementation specialist (data integration, POC, product demos)
- Managed internal data backfill system (Python) & developed custom ETL pipeline system (Python, React, JavaScript) using the Amplitude HTTP API reducing time to POC by ~20%

Chartbeat New York, NY - *Senior Solutions and Sales Engineer* – September 2015 - October 2018

A combination of pre and post-sales technical implementation, support, and troubleshooting. Owned and maintained our Video product codebase (Python, JavaScript). Primary technical contact for our most strategic customers

- Solutions department team lead, managing and mentoring direct reports
- Technical relationships, product implementation (JavaScript, mobile SDKs, Java, Swift)
- Resolved newsroom dashboard production regressions (React, Javascript, native SDKs) to enable clients such as CNN & NY Times

Blacklight Media New York, NY - *Business Analyst* – January 2013 - June 2015

Business analyst responsible for statistical analysis and presentation of marketing performance data. Built, maintained, and managed automated systems for ingesting and storing marketing data. Stood up our MySQL db and managed QA

- Database management, scripting and automation (Python, MySQL)
- Data analysis, Tableau workbook design and management

Education

University of Vermont BA: Philosophy, BA: Computer Science – Class of 2009

Barcelona Code School Barcelona, Spain – October 2023 - January 2024

Personal Study New York, NY – February 2024 - Present

Interests

Games, Music, Cooking, Bicycles, Gadgets, Books, Code, Snowboarding, Outdoors