
SUMMARY

Greetings! I'm Marcus, a full-stack software engineer with **5+ years of experience** building performant, user-focused apps for startups and SaaS platforms. I led the development of a Twitch+Spotify chatbot to boost real-time community engagement by 40%. I designed a backend at Coverland to **cut page load times by 50%, improving conversions by 20%**. At NumberOneAI, I **scaled a UI to support 100+ concurrent ML tasks, increasing usage by 30%**. I thrive in collaborative teams and care deeply about clean code and great UX. Ask me about the squirrels I feed every day!

SKILLS

A/B Testing, Accessibility Standards, Agile Development, Agile Methodologies, AI Agents, AWS, CI/CD, Cloud Applications, Cloud Services, Code Testing, Component Libraries, Cross-Functional Collaboration, CSS, Data Modeling, Data Visualization, Database Design, Databases, Design Systems, Desktop Application Development, Docker, E-Commerce, Electron, ETL, E2E Testing, Figma, Flask, Full-Stack Development, GitHub, GitLab, Google Cloud, Google Cloud Platform, Google Pub/Sub, Heroku, HTML, Integration Testing, JavaScript, Jenkins, Jest, Jira, JSON, LLM Integration, Live Streaming, Material-UI, Mentorship, MySQL, Next.js, Node.js, NoSQL, Notion, OAuth, OpenAI, Ownership, Pixel-Perfect Design, PostgreSQL, Problem Solving, Product Development, Product Thinking, PyTest, Python, QA, React, Responsive Design, REST APIs, Ruby, Ruby on Rails, SCSS, Self-QA, Serverless, Software Design, Software Development, SQL, State Management, Strapi.io, Supabase, Tailwind CSS, Trello, Twitch, TypeScript, Unit Testing, User-Centered Design, User Research, UX/UI Best Practices, Vercel, Web Automation, Web Scraping, Webpack

EXPERIENCE

Full Tilt Media LLC, Software Engineer (Costa Mesa, CA) **Jan 2024 - Present**

A boutique dev agency building data-driven apps for niche creator and broadcast markets.

- Developed [npChatbot](#), a cross-platform Electron desktop app with real time music discovery tools for **Twitch**.
- Engineered real-time playlist-scraping pipeline (Node.js + Twitch API) that ingests **2k tracks/min**.
- Designed the **Spotify** integration with input from **Twitch Development**, enabling users to create live collaborative playlists, **driving average stream dwell time by 20%**.
- Built CI/CD workflow with Electron-Forge & Apple Development, cutting manual release prep **by a factor of three**.
- **Stack:** React, TypeScript, CSS, NodeJS, Electron, Twitch & Spotify APIs

Coverland, Software Engineer (Norwalk, CA) **Sep 2023 - Jan 2024**

Automotive eCommerce brand with a custom B2C build.

- Replaced the legacy Magento catalog with Strapi + Supabase CMS, cut the page load **from 2.4s to 1.2s**, and boosted conversion by **11 %** within 30 days.
- Improved **product search speed by 3x, boosting conversion rate by 20% for key vehicle campaigns**.
- Authored Node-based ETL scripts to streamline the internal product team's data pipelines.
- Collaborated with the front-end team to migrate to Next.js ISR architecture, slashing build times by **40%**.
- **Stack:** Next.js, Node.js, Strapi, Supabase, GraphQL, Vercel

NumberOneAI, Software Engineer (Newport Beach, CA)

Aug 2022 - Jun 2023

Early-stage AI/analytics startup focused on predictive data tooling (6 engineers).

- Re-engineered client SPA (React + Redux) to handle high-volume WebSocket streams, enabling **real-time analytics for up to 5GB data sets**.
- Designed automated Jest & PyTest suites, enabling coverage of **75%** and cutting production defects by **over 50%**.
- Integrated D3 and custom TS components to visualize model drift, **adding key data visuals for user insights**..
- Improved **client-side performance to handle data sets at scale with support for real-time analysis of 100+ concurrent training tasks**
- **Stack:** React, Redux, Next.js, GCP, Jest, Python

Rivers Casino, Software Engineer (Remote)

Dec 2021 - Feb 2022

Downtown casino & resort leveraging real-time tech for event experiences

- Built a live music display system for in-house displays using Node and Twitter APIs, enabling auto-tweets and seamless visual now-playing integrations throughout key zones within the property
- Built an automated Node.js service that syncs DJs' live setlists to **20+ on-site LED** walls and social feeds in **<300 ms**.
- Integrated Twitter API and custom web-scraper, **boosting guest song-request engagement 3x** during marquee events.
- Handed off a fully documented codebase to the in-house IT team, **reducing future vendor cost by an estimated 40%**.
- **Stack:** Node.js, Twitter API, Web Scraping, Data Streaming, Real-Time Data

JamTraxx Media, Project Analyst & Consultant (Remote)

Aug 2020 - Nov 2021

Broadcast production distributor with key insights on programming trends.

- Supplied weekly programming analytics and insights to enable a 15% boost in audience retention across key markets
- **Successfully launched the brand's Retro streaming channel via the iHeartRadio app** (November 2020)

Verys, Software Engineer (Santa Ana, CA)

Oct 2019 - Jun 2020

Software consultancy; worked on a gaming client's live commerce platform (Zenimax is part of Bethesda Softworks)

- Full-stack developer for the Zenimax BAM team (elderscrolls.com)
- Integrated and updated external service APIs (Avalara, Twitch, Payment APIs) to maintain proper asset implementation & compliance within the site checkout and user entitlement processes
- **Successfully completed new UI assets and launched the Greymoor title's player account enhancements and upgrades remotely with our extended engineering team.**
- Routinely coordinated with our remote QA group & local dev team in an agile environment to facilitate long-term tasks and goals.
- **Stack:** Ruby/Rails, SQL, Docker, Jira, Confluence, Jenkins, GitLab

Early Career Highlights, Product / Project Management & Media Analytics

Nov 1998 - Aug 2019

- Shipped syndicated radio content for JamTraxx Media to **200+ stations**, lifting average time-spent-listening **25% while successfully launching three new product lines**.
- Maintained **99.3%** data-quality rate as Senior Media Analyst at Mediabase, underpinning Billboard chart reporting and boosting client confidence in our core data product.

EDUCATION

University Of California, Irvine - Web Development Boot Camp

University Of California, Irvine - Data Analytics Boot Camp

Ohio University - Broadcast Engineering