

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!

KEY SKILLS

- Frontend & UX: React, TypeScript, Tailwind, SCSS, Material-UI, Next.js, Redux, Figma, Responsive Design, Pixel-Perfect UI, D3.js, Desktop Apps (Electron),
- Backend & Data: Node.js, Python, Flask, GraphQL, PostgreSQL, MySQL, Supabase, Strapi, GCP, AWS, Docker, Twitch & Spotify API, Cloud Platforms (GCP, AWS), AI Agent Integration,
- DevOps & Automation: CI/CD (Jenkins, GitLab, Vercel), Serverless, ETL, Web Scraping, OAuth, Webpack, GitHub Actions
- Testing & QA: Jest, PyTest, E2E Testing, Integration Testing, TDD, Self-QA
- Collaboration: Agile, Cross-Functional Teams, Mentorship, UX/UI Alignment, Product Thinking, Documentation, Live Streaming,

EXPERIENCE

Full Tilt Media LLC, Software Engineer (Costa Mesa, CA) Jan 2024 - Present  
*A boutique development agency specializing in real-time desktop and web applications for content creators and broadcast markets.*

- Built **npChatbot**, a Twitch+Spotify Electron desktop app, boosting stream dwell time by **20%**.
- Built real-time scraping pipeline (Node.js + Twitch API) processing **2K+ tracks/min** for collaborative music curation.
- Reduced manual deployment time by **66%** with automated Electron CI/CD via Electron-Forge + Apple Dev tools.
- Designed the **Spotify** integration with input from **Twitch Development**, enabling users to create live collaborative playlists, **driving average stream dwell time by 20%**.
- **Stack:** Electron, React, Node.js, Twitch API, Spotify API, TypeScript, CSS

Coverland, Software Engineer (Norwalk, CA ) Sep 2023 - Jan 2024  
*A direct-to-consumer automotive eCommerce brand focused on custom vehicle covers and accessories*

- Replaced Magento backend with Strapi + Supabase CMS, cutting page load from **2.4s to 1.2s**, increasing conversions **11%** in 30 days.
- Improved product search performance **3x**, resulting in **20% boost in campaign-specific conversions**.
- Authored Node-based ETL scripts to streamline product data ops.
- Migrated front end to **Next.js ISR**, cutting build times **40%** and improving SEO.
- **Stack:** Next.js, Node.js, Strapi, Supabase, GraphQL, Vercel

**NumberOneAI, Software Engineer (Newport Beach, CA)****Aug 2022 - Jun 2023**

*An early-stage AI/ML analytics startup (~18 employees, \$13M funding) building real-time predictive tooling and data visualization platforms for enterprise and research markets*

- 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**

*A large land-based casino operation (~1,278 employees) under Rush Street Gaming, generating \$300M+ in annual revenue in certain locations and serving gaming & entertainment markets*

- 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**

*A small broadcast production and syndication firm (\$10M-\$50M revenue) distributing content to 200+ radio stations*

- 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 serving gaming and media clients; 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](https://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.

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**EDUCATION**

University Of California, Irvine - Web Development Boot Camp

University Of California, Irvine - Data Analytics Boot Camp

Ohio University - Broadcast Engineering