

MASON PORTER-BROWN
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Experience

- 2022-Present **QUANTCAST** **San Francisco, CA & New York, NY**
Advertising Technology Company
Senior Software Engineer
Forecasting Team
- Lead the development of a new Java RPC backend API system to supply real-time forecasting data, enabling detailed visualization of audience demographics, interests, devices, and web behaviors on the user-facing platform
 - Tech lead tasked with building and integrating front-end UI using React and GraphQL, delivering a dynamic and responsive interface that allows users to visualize and interact with forecasting data in real time
 - Lead developer for a cross-functional project in collaboration with the modeling team to deliver machine learning-powered audience insights derived from domain content implementing a new feature in the user-facing Insights UI with a robust backend
 - Designed an accuracy testing framework for forecasting features, creating comprehensive metrics to identify API performance gaps and improve forecasting precision
 - Establishing feedback loops for machine learning models, leveraging accuracy testing results to refine predictive capabilities for ad set and campaign metrics
- Activation (Targeting) Team**
- Lead Developer for audience targeting features, spearheading the development and implementation of user-facing functionalities to enhance user targeting capabilities
 - Revamped data pipeline to support new audience segment targeting capabilities, ensuring robust, scalable, and efficient data processing
 - Primary POC for cross-functional releases. Managed the integration and release of numerous new feature sets affecting numerous teams and platforms

Education

- 2019-2021 **BARD COLLEGE** **Annadale-On-Hudson, NY**
BA (Computer Science)
- 4.0/4.0 GPA in all Computer Science courses (Discrete Math, Data Structures, Programming Nature, Design of Programming Languages, Algorithms, Games System, OOP)
- 2017-2019 **THE CITY COLLEGE OF NEW YORK** **New York, NY**
BA (Sonic Arts Program)
- 4.0/4.0 GPA

Technical

- **Languages:** JavaScript, TypeScript, Java, Python, Swift, Scheme, Lua
- **Development tools:** Cursor, VSCode, IntelliJ, PyCharm, Jupyter, GIT, TIC80
- **Other:** React.js, HTML, CSS, Redux, GraphQL, Gradle, Maven, Node.js, MongoDB, PostgreSQL, ThreeJS, Express, Max/MSP