

# Evan Pearson

## Software Engineer

San Diego, CA

[evanj.pearson@icloud.com](mailto:evanj.pearson@icloud.com) | 408-623-2581  
[github.com/parsnbl](https://github.com/parsnbl) | [linkedin.com/in/evanpearson89](https://linkedin.com/in/evanpearson89)

## SKILLS

Strong: JavaScript (ES6+), TypeScript, Python 3, React, React Hooks, Node, Express, SQL - PostgreSQL, NoSQL - MongoDB/Mongoose, webpack, Sass + CSS, Tailwind, CSS Modules, Redux/RTK, React Router, Jest, Testing Library, SuperTest, pandas, flask, pydantic, cron, Technical SEO, Google Tag Manager, Segment.io, HTML/CSS, Git/Github Flow  
Experienced: WebSockets/Socket.io, airflow, Docker, Accessibility, Streamlit, FastAPI, Snowflake, AWS (Elastic Beanstalk, S3, EC2)

## PROJECTS

### Wave.js (Open Source) | Video live streaming IO framework

2023 - Present

- Developed a Node.js live-streaming server with real-time RTMP ingest, HLS, and MPEG-DASH encoding, ensuring low-latency delivery, streamlining live stream parsing for developers, and enhancing the live streaming workflow through an intuitive syntax.
- Engineered a video playback server in Express supporting concurrent access to live and playback video streams in popular format, using dynamic routes and the middleware design pattern to allow for extensibility while keeping code maintainable.
- Built a custom socket server which multiplexed connections and routed them to customizable video encoders, enabling developers to customize video output for individual users at scale.
- Deployed a testing site using React and custom React Hooks to dynamically change served video protocols based on a user's device and browser, making the site customizable to our specific needs and quick to develop with while still encapsulating complicated logic.

### Stager (Open Source) | Gantt chart generator

2023

- Built reusable grid components and component factories in React that adhere to the single responsibility principle, allowing users to deeply customize their Gantt charts dynamically while keeping the code easy to test.
- Implemented Redux state management to allow for deep customization of the app's core data models while also making them available to multiple views and minimizing expensive database queries, improving the SPA's speed and overall user experience.
- Built frontend with SaSS and CSS modules to prevent CSS collisions and maintain consistent visual identity, improving modularity and making frontend more concise.

### Warner Bros. Discovery | Marketing ETL pipeline

2022 - 2023

- Automated weekly data extraction from 5+ advertising publishers and Snowflake cloud datastores using Pandas, Numpy, and Airflow, ultimately improving decision-making with cleaner data and faster development of business-focused dashboards in Streamlit and Tableau.
- Used Python 3 and pydantic to produce type-safe dataclasses to encapsulate data transformation logic and pipelines, improving pipeline extensibility while reducing errors.

## WORK

### Warner Bros. Discovery | Sr. Manager, User Acquisition

2021 - 2023

- Managed 3P JavaScript marketing tag infrastructure for 3+ production sites with 1MM+ total MAUs, building JavaScript tracking implementations in tag management tools like Segment.io and Google Tag Manager that were GDPR/CCPA compliant and minimized impacts to site load-time.
- Architected Python 3 ETL pipelines with pandas and airflow to update holistic performance and data visualization dashboards automatically, improving business decision making and helping drive a 20% digital KPI improvement QoQ.
- Built automated tracking-link generators and archive utilities using bash, cron, and Python 3, improving trackability of marketing efforts throughout the org and improving analytics performance.
- Managed marketing stories as primary stakeholder with multiple web development teams, writing tickets for marketing features and leading technical decision-making around marketing development sprints and stories.

### Carat, Wunderman Thompson, POSSIBLE, Marchex | Digital Media and Analytics

2013 - 2021

- Interacted with client-side development teams to build custom 3P conversion pixel and conversion API solutions for Facebook, Google, and Twitter that were privacy compliant and performant, driving 50%+ YoY Revenue increases.
- Led thought leadership around IOS14 and GDPR compliance for my clients, including coordinating with client product and dev teams to minimize impacts and build alternative conversion tracking strategies on the fly.
- Managed \$1-15MM Media annually for Fortune 100 clients, including Xbox, AT&T, and Microsoft.

## EDUCATION

University of Puget Sound | B.A.

2012

## INTERESTS

Strong: Seeing live music, making cold-brew, productivity

Experienced: Making hip hop and electronic music, spin class, making barbecue, blogging