

# Patrick Brandt

## Solutions Architect

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### PROFILE

I solve problems. I define solutions that are driven from a deep understanding of my clients' business and then educate them about how we're going to help; I take this same understanding and then parse it out into fine-grained tasks that a production team can execute. I'm always willing (and excited) to step up and code, injecting business acumen right into the bits that make the magic happen. I'm a technologist who flexes leadership qualities and consulting prowess to motivate clients and team members towards meeting ambitious project scopes and timelines.

### PROFESSIONAL EXPERIENCE

#### **The Coca-Cola Company**

*Solutions Architect*

Atlanta, GA

*October 2014 – Present*

Develop transformational digital products and concepts for Coca-Cola consumer marketing groups

- Lead Architect for the Share a Coke ecommerce platform: directed architectural decisions towards ensuring PCI compliance, fault-tolerance and stability, and platform scalability
- Lead Architect for the digital activation of Coca-Cola's "Taste the Feeling" campaign launch: provided architectural framework for out-of-band content generation and a Redis + socket.io real-time feedback engine
- Led the development of a digital out-of-home screen management proof of concept
  - Defined the entire end-to-end concept from activation to operationalization
  - Led a team of 4 developers through an 8 week (4 sprint) build
  - Pitched the resulting product internally to brand marketers

#### **Huge**

*Solutions Architect*

Atlanta, GA

*October 2013 – October 2014*

Defined enterprise-scale architecture for a new retail automotive venture, EchoPark Automotive, producing technical specifications to be shared among internal development resources and client development partners

- Developed assets including: UML sequence diagrams, network diagrams, entity relationship models, REST API documentation
- Product architecture definition encompassed several channels: desktop web, mobile/tablet web, and in-store display
- Served as the Product Owner within an Agile development process: defining product development strategy and working with Business Analysts to create and prioritize user stories

#### **MRY**

*Technical Director*

Atlanta, GA

*2011 – October 2013*

Directed multiple high-profile digital projects for Coca-Cola: defining architecture, writing code, and facilitating communication between client, agency, and multiple client vendors and partners

- Placelists
  - Technical lead for Coca-Cola's "Placelists" platform, defining system architecture and directing a team of 6 developers (front-end and back-end)
  - Defined technology strategy, liaising with Coke, Spotify, and MRY staff to communicate technical needs and expectations
  - Led estimation exercises to decompose functionality into tasks that are organized into 2-3 week sprints

- Provided coding support of both web API and client applications – the platform is built around a .Net MVC web API that services a Spotify app and a responsive mobile website
  - Led responsive site and Spotify app development using HTML5/CSS3 and backbone.js with backbone-relational.js, require.js, Handlebars templates, and i18n support
- Coke 2012 Olympics Digital Campaign
  - Led a team of 5 developers to support Coke's global "Move to the Beat" campaign for the 2012 Olympics
  - Served as the inter-agency technical liaison, coordinating development activities among five different vendors and also served as the primary technical contact for Coca-Cola, consulting with their IT and Marketing teams
  - Architected and built a .Net MVC-based JSON service to store user-generated content from multiple channels (desktop and mobile web, iOS and Android apps) and developed a market localization framework for the Coca-Cola Olympics website and mobile site
  - Team won multiple awards: Clio in Digital/Mobile Technique, Mashable Marketing Innovator of the Year, and Mixx Award for Content Marketing

## **Engauge**

*Software Architect*

Atlanta, GA

2007 – 2011

Led the development of several marquee projects as Technical Lead and Architect

- Technical Lead/Architect for the "Great Aussie Steakout" campaign. The campaign reached a peak of 250k requests/minute to OutbackFreeSteaks.com. Campaign site built with PHP/MySQL on AWS – Amazon has published a case study featuring my hosting architecture for the site
  - Technologies: PHP with Code Igniter, Apache, Linux, MySql, AWS (S3, CloudFront, RDS, Route 53, EC2, ELB)
- Technical Lead for the following sites: ruthschris.com, georgia.org, exploregeorgia.org, foodlion.com
  - Technologies: C#, F#, .Net MVC, Fluent NHibernate, SQL Server, NUnit, Moq, jQuery, Elmah, log4net, Hudson/Jenkins, NAnt, Sharepoint 2007 (for georgia.org)
- Contributing Developer for the Chick-fil-a iPhone app – implemented core navigation scheme and integrated with external data service to render food menu pages
  - Technologies: iOS 3, Objective-C, JSON

## **SolTech, Inc.**

*Systems Analyst*

Atlanta, GA

2006– 2007

- Architected a framework for retail software installed on hand-held devices using the .Net Compact Framework and Co-developed a Windows-based "Client Agent" application installed on Point of Service devices located at Saks 5th Avenue retail outlets across the country

## **Brandt Information Services, Inc.**

*Programmer/Analyst*

Tallahassee, FL

2004 – 2006

- Developed internet-based employee time-management system for the Guardian Ad Litum division of the Florida Department of Justice; written in C# using AJAX, SQL Server, XSL

## **EDUCATION**

### **Florida State University**

M.S. Computer Science, 2004

Graduate Thesis: *Interaction Design Patterns for Musical Applications*

### **University of Central Florida**

B.A. Liberal Arts with Honors, 2001