

RICHARD BENJAMIN

Principal Software Engineer

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Experience

Principal Software Engineer Digital Trends

2022 – 2025

Optimized front-end performance for a media site with 30 million monthly users, boosted engagement, and executed key roadmap milestones.

- Lifted Core Web Vitals scores into the top 10% of competing large-scale media sites
- Built a proprietary RUM system that boosted engagement through A/B testing
- Kick-started migration to WordPress Gutenberg

Dev Manager Digital Trends

2019 – 2022

Led a cross-functional team that shipped a new content platform and next-gen ad tech while maintaining high performance.

- Launched a new multi-vertical content platform
- Delivered industry-first solutions for ad viewability and CWV
- Invented tooling that eliminated repetitive work

Senior Web Developer Digital Trends

2012 – 2019

Part of the original development team that established the modern era of the core product, invented monetization tech, and fostered data-driven best practices.

- Led a full WordPress modernization and rebrand
- Invented new ad products and an early GPT/Prebid wrapper
- Implemented data-driven A/B testing strategies that lifted engagement

Web Developer Freelance

2001 – 2011

Successfully maintained quality relationships with happy clients for over a decade.

- Produced sites and software for high-profile clients on a contract basis

About

A builder who likes to move fast, iterate, and optimize. I love engineering software that people want to use. Known for solving problems and driving growth, I enjoy being a positive force for teams creating remarkable software.

Achievements



Delivered leading front-end performance

Lifted Core Web Vitals scores into the top 10% of competing large-scale media sites



Solved impending ad viewability crisis

Invented industry-first solutions for ensuring top-tier ad viewability metrics

Skills

TypeScript

React

CSS

User Experience

Web Optimization

Ad Tech

WordPress

Leadership

Product Management

AI Workflows