

Software engineer @ [Reelevant](#)

Internship or permanent contract

Intro

Reelevant is a SaaS that allows marketing teams to generate on-demand marketing contents (mostly inside their email) while taking into account all of their data available for each individual user.

To do that we have 4 different product:

- Datahub that connect to their data (databases, API, 3rd party etc) and synchronize them inside Reelevant
- Contents that allows them to design template of what they will show to their users
- Workflows that, for a given user that requests marketing content, fetch data depending on the marketer configuration and display exactly what they want
- Statistics that aggregate all results and performances in term of display/clicks

Each marketing content is computed in realtime which is the hardest constraint of our product, everything from the database to the content rendering needs to happen in less than 1 seconds.

Some examples include:

- Decathlon uses us to display product recommendations from their own AI team inside their emails. They have algorithms to decide which product to show but don't have the technology to generate a different visual for each one in their emails.
- Clarins have their fidelity program that they want to showcase in their email but depending on the client, they offer different coupons or reductions which they can't do without designing and sending different emails. We allow them to send the same email and change the visual depending on the client.

Job

We are looking for someone to join our team to continue building and improving the core of our products and our infrastructure. Mission includes:

- Continuously refactor/improve our backend's code to meet scale demand
- Implement new features
- Continuously improve our infrastructure setup

Stack

- Almost all of our stack is in Typescript and we use React 18 for frontend side.
- We refactored the content rendering part in Rust in 2023, which used a library for the typescript backend.
- Heavy usage of Apache Pinot (specific database designed for huge datasets)

- Our own infrastructure deployed with Ansible on OVH (almost no cloud here)

What we are looking for

We are not looking specifically for people with experience with our stack (since it's really specific) as we expect you to be able to learn like we did, however you must have experience with scaling or operating at scale. Also we want to find somebody that align with our values:

- Excellence: be proud of what you do, design state of the art software
- Autonomy: look for answers even if that means reading code in a language that you don't know
- Ambition: what we do is hard so aim high to still be excellent

Some examples would be our content engine that initially used a WebAssembly build of a lib which isn't performant enough so we got a level deeper and rewrote it in Rust (without any prior experience with Rust) with binding to the lib c++ code.

Or that our database (Pinot) didn't work as intended so we forked it to update it for our use-case (in Java).

We migrated from GCP managed environment to OVH where we rent our bare metal servers and manage everything ourselves.

Contact

Feel free to reach out (vmarchaud@reelevant.com) if you have any questions. You can find our github here too: <https://github.com/vmarchaud>

If you are interested in reading about our setup, you can find few blog posts about here <https://vmarchaud.fr/archives/>