

Sam Pennington

Senior Growth Engineer · Engineering Manager

📍 London

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About me

I'm an engineering leader who genuinely loves what I do. For the past **three years I've worked in and led growth teams** where I get to combine programming, analytics, and plenty of collaboration. I had several promotions while working in growth, but I've realised **I'm happiest when I'm hands-on, building**, solving problems, and experimenting alongside the team.

Experience

VEED.IO — Senior Software Engineer (Growth)

📅 Jul 2024 - Dec 2024

Typescript React Node GCP Playwright Jest Tailwind

- Led the work to optimise first time user flows from our landing pages, which increased new user subscriptions rates by 15% 🚀
- Led the rebuild of VEED's onboarding flow, massively reduced it's complexity and completion rate increased by 10%
- Shipped multiple experiments most weeks, iterating on VEED's dashboard and first time user experience flows
- Mentored junior - mid engineers on testing and experimentation

— Engineering Manager (Growth)

📅 Jan 2023 - Jul 2024

- Promoted 🏆 to EM of the Activation team, after became EM of Acquisition as well, managing up to 11 engineers
- Led two high-performing growth teams focused on continuous discovery, user interviews, experimentation, iterative shipping to drive growth.
- I led the project to internationalise VEED. Spanning 10+ engineering teams, 8 codebases with limited resources and a tight deadline. This was delivered within the quarter (on time 🥳) and resulted in an increase in MRR of 8–15% in VEEDs core international markets.
- Hired 8 amazing engineers 🌟 - I pushed for and designed a fairer, less bias, interviewing system which was adopted across engineering.
- Led the team to build VeedGPT, an AI video creation tool. Accounting for up to 20% of new users at VEED at it's peak.
- Migrated VEED's analytics/experimentation platform to Amplitude. Implemented the integration, wrote documentation, and became the go-to resource for everything experimentation at Veed

— Engineering Lead (Growth)

📅 Jul 2022 - Jan 2023

- Promoted 🏆 to Engineering Lead after my probation period
- Led the implementation of a new Resize for socials feature - a tool for users to repurpose their content for different social platforms.
- Led many in product onboarding flow experiments - a lot of trial and error, speaking to users, and experiments here.

— Senior Engineer (Growth)

📅 Apr 2022 - Jul 2022

- Experimenting with core product tours, helping teach new users how to use a video editor .
- Rebuilt the VEED dashboard with the team, optimizing for new video creation and tool adoption.

OVO Energy — Senior Software Engineer

📅 Oct 2019 - Apr 2022

Typescript React Node AWS Cypress Styled Components

- Built features for OVO's Plan Zero decarbonisation project
- Mentored junior engineers, teaching them technologies like React, Typescript and general web development using HTML/CSS.
- Conducting pair programming interviews, system design interviews for candidates across the company.

What Car — Software Engineer

📅 Sep 2018 - Oct 2019

Javascript React Node AWS Cypress

- Built a platform for car buyers and sellers with search, real time messaging, alerts.
- Mentored junior engineers on testing with react testing library, and cypress.

Heed — Junior Software Developer

📅 Oct 2018 - Sep 2018

- Building features for Heed, an automated messaging system.
- Learning how to use React and write good tests.
- Learning AWS, specifically lambda functions, S3, server-less framework.

Education

Physics Bsc — University of Bristol

📅 Oct 2012 - Oct 2016

Voluntary

Code Your Future — Teaching Assistant → Cohort Leader

📅 Oct 2022 - Oct 2024

React SQL Express Node

- Lead an 8 month coding bootcamp for 40 refugees in London
- Managed 20 other volunteers to deliver the course
- Ran lessons in Javascript, SQL and Node to a group of up to 40 students