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Analytics, yield optimization &amp; revenue growth SaaS for top commerce publishers &amp; brands

11-50 Employees

B2B

🔗 Early Stage

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Culture and benefits

## Principal Software Development Engineer at Bullwhip

\$40k – \$80k • 0.0% – 0.8%

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Bullwhip enables content creators & digital brands to grow the reach of their commerce content while providing a novel performance marketing channel for brands & retailers. It aims to be the first-of-its-kind intent media execution platform & unlock latent value in a space ripe for



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We're looking for a hands-on **Principal Software Development Engineer** to join our fast-paced, high-impact engineering team. This senior technical leader will operate and manage across our backend, frontend, and data engineering stacks, drive architectural decisions, and lead the implementation of robust, scalable systems.

You'll own initiatives across product lifecycles—from conception through deployment—while managing developers and shaping our engineering best practices. You must be equally fluent in Python/Django and JavaScript/TypeScript (Vue.js/Nuxt preferred), experienced with CI/CD pipelines, and well-versed in cloud-native data and infrastructure systems, especially on Google Cloud Platform (GCP).



### What You'll Do

As a Principal SDE at Bullwhip, your role will span the following:

#### *Technical Leadership & Architecture*

- Lead architecture, development, and scaling of fullstack applications and data pipelines.
- Make thoughtful design decisions, driving consensus across frontend, backend, and data domains.
- Partner with stakeholders across product, ops, and client teams to turn ideas into robust, scalable systems.
- Automate repetitive tasks, and client-facing onboarding processes across our frontend and backend systems.
- Contribute actively to engineering standards, tooling, and best practices across CI/CD, testing, observability, and code quality.



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- Build and optimize backend services in Python/Django, powering our analytics and affiliate data platforms.
- Design and maintain batch and real-time data pipelines using Postgres, BigQuery, Pub/Sub, and future technologies like Airflow, Datastream, and AlloyDB.
- Maintain high availability and data quality across ingestion, transformation, and presentation layers.
- Implement robust data validation, telemetry, and QA automation for all ingestion and client-specific pipelines.

### *Frontend Development*

Contribute to and guide the evolution of our Vue.js/Nuxt frontend for the Beacon SaaS analytics platform.

Develop dynamic frontend components and in-browser tools like Beacon for Chrome (e.g., Chrome Extensions) for on-page analytics and URL rewriting.

Ensure frontend performance, reliability, and compatibility across customer environments.

### *Team Mentorship & Cross-functional Collaboration*

- Lead and manage engineers across the stack and foster a culture of technical excellence and ownership.
- Partner directly with junior and mid-level engineers to upskill their design, testing, and deployment practices.
- Collaborate with client-facing and product teams to execute onboarding, integrations, and support.



### Qualifications



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- 8+ years professional experience as a fullstack/backend/data engineer with growing leadership responsibilities. Experience in fast-paced, client-serving entrepreneurial environments strongly preferred.
- Deep proficiency with Python/Django and cloud-native application architecture.
- Proven ability to build JavaScript/TypeScript frontend systems; experience with Vue.js/Nuxt preferred.
- Strong experience with SQL, particularly Postgres and BigQuery.
- Solid systems design and software architecture fundamentals.

### *Cloud & DevOps*

- Professional experience with Google Cloud Platform (GCP) services including:
  - Cloud SQL (Postgres), Pub/Sub, BigQuery, GCS, IAM
  - Familiarity with tools like Airflow, Datastream, and AlloyDB (or similar).
  - CI/CD expertise with GitHub Actions, Docker, and infrastructure automation.

### *Analytical & Communication Skills*

- Excellent problem-solving and debugging skills, including root cause analysis and data validation.
- Experience analyzing and documenting complex systems and onboarding flows using tools like FigJam, Google Docs, and Sheets.
- Strong verbal and written communication with both technical and non-technical stakeholders.



Bonus Points



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- Experience with media and media buying (Google Ads, Meta Ads, Bing Ads, etc.)
- Experience with affiliate marketing and related technologies and data flows (affiliate networks, Amazon Associates, etc.)
- Experience with product databases, product taxonomies and eCommerce systems.
- Experience with web-scraping and information extraction, NER, and related approaches to create structured datasets from unstructured data.
- Prior work on real-time event tracking, browser-based SDKs, or low-latency redirect services.
- Relevant DevOps experience / exposure to managing and optimizing multi-terabyte relational databases in the cloud.
- Contributions to open-source or side projects showcasing technical range.



Location	Job type	Visa sponsorship	Hires remotely in	Preferred timezones
Remote • Bengaluru • Pune • Hyderabad • Jaipur • Ahmedabad • Surat • Indore • Bhopal • Mumbai • Visakhapatnam • Warangal • Jabalpur • New Delhi • Lucknow • Kolkata • Chennai	Full Time	Not Available	Bengaluru • Pune • Hyderabad • Jaipur • Ahmedabad • Surat • Indore • Bhopal • Mumbai • Visakhapatnam • Warangal • Jabalpur • New Delhi • Lucknow • Kolkata • Chennai	Coordinated Universal Time

Remote work policy	Collaboration hours	Relocation	Experience	Skills
Remote only	09:30 - 18:00 Coordinated	Allowed 	8+ years	Python



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PostgreSQL

Github

TypeScript

Google Bigquery

Vue.js

CICD

Apache Airflow

Google Cloud Platform  
(GCP)

LLMs



## Meet your team

People you would work with in this role

**Charles Wolrich**

Operations & Strategy • 1 year



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**ABOUT BULLWHIP****Website**

[www.bullwhip.io/](http://www.bullwhip.io/) [in](#)

**Locations**

New York City

San Francisco



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**Company size**

11-50 people

**Company type**

SaaS

Enterprise Software Company

Marketplace

E Commerce

**Market**Digital Media**JOBS AT BULLWHIP****Engineering**

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