

BRANDON CLARK

PRINCIPAL ENGINEER

SUMMARY

I am a veteran software engineer, solutions architect, product manager and engineering leader with decades of experience managing teams and solving business problems with custom and turnkey technology solutions

WORK EXPERIENCE

Principal Engineer

Socrative Studios Inc, Portland, Oregon - 2025 - Present

- ❖ **Platform Development:** Built python based platform with custom RAG, LLM integration, Stripe based subscription system

Senior Director of Product & Engineering

DigitalTrends Media Group, Portland, Oregon - 2021 - Present

- ❖ **Product Management:** Worked with C-Suite and director level stakeholders to improve operational efficiency and support publishing and revenue operations.
- ❖ **Principal Engineering:** Architected distributed web applications, developer tooling, publishing workflow tools and automation systems
- ❖ **Cost Optimization:** Led initiatives to reduce operational costs for web and data infrastructure
- ❖ **Growth Hacking:** Led initiatives to optimize user acquisition, conversions, and revenue
- ❖ **Data Engineering and Analytics:** Built and maintained data warehouse infrastructure and supported business analytics tools
- ❖ **Technical SEO:** Led initiatives to optimize web performance and site architecture to grow organic search traffic for large media websites

Director of Engineering

DigitalTrends Media Group, Portland, Oregon - 2017 - 2021

- ❖ **Scaled up engineering teams:** Scaled up and managed global engineering org focused on software development, QA, devops and support
- ❖ **Established best practices:** Created SOPs for agile/SCRUM workflows, software design patterns, QA, release management, incident response, and on-call rotations.
- ❖ **Principal Engineering:** Architected scalable web platforms, custom wordpress plugins, developer tooling and product prototypes

- ❖ **Mentorship and Career pathing:** Cultivated highly productive engineering teams through mentorship, peer review, and educational initiatives

DevOps Manager

DigitalTrends Media Group, Portland, Oregon - 2013 - 2017

- ❖ **Platform scalability and reliability:** Built and maintained high availability web infrastructure. Scaled web applications to support 30MM+ users
- ❖ **Improved developer velocity:** Unified codebase for multiple web applications, built developer tooling and introduced unit testing framework
- ❖ **Modernized platform infrastructure:** Adopted platform as code methodology and containerized publishing platform

Senior Web Developer

DigitalTrends Media Group, Portland, Oregon - 2011 - 2013

- ❖ **Custom WordPress development:** Enhanced content publishing capabilities and improved site performance. Developed custom plugins, themes, and integrations with 3rd party APIs
- ❖ **Established engineering team:** Joined company as developer #1 and grew engineering team to support multiple web applications
- ❖ **Web infrastructure administration:** Maintained web server and SQL database configurations

Senior Web Developer

eROI (Thesis), Portland, Oregon - 2007 - 2011

- ❖ **Custom web development:** Developed high profile custom web applications for agency clients

Chief Information Officer

Motor Whiskey LLC, Oregon City, Oregon - 2010 - 2013

- ❖ Managed IT solutions and web commerce infrastructure, contributing to marketing and business development initiatives.

Senior IT Administrator/Software Developer

Hydra Fuel Cell Corp, Hillsboro, Oregon - 2005 - 2007

- ❖ Managed IT infrastructure, developed custom web applications and embedded software

NQI Technician

Intel Corporation, Hillsboro, Oregon - 2004 - 2005

- ❖ Executed test plans for network hardware drivers on Unix/Linux platforms

Senior IT Administrator

Shinei/Solelectron, Hillsboro, Oregon - 2005 - 2007

- ❖ Managed IT infrastructure, SQL database and ERP platform
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Education

Associates Degree - Computer Programming - Solano Community College - 2001

Proficiencies

Skills

Principal Engineering	Linux Administration
Solutions Architecture	CI/CD Pipelines
Software Development	Data ETL Pipelines
DevOps/SRE	Agile/SCRUM
Product Management	Incident Response
Data Engineering	LLMs/Prompt Engineering
Information Technology	Content Management Systems
Quality Assurance	DNS Administration
Cloud Infrastructure	Technical SEO
Distributed Systems	Team management

Tools

PHP - WordPress, Zend Framework	LLM Servers - Ollama, vLLM, LMStudio
Javascript - Node.js, React.js, Typescript	RAG - Custom solutions
Bash Script	Vibe coding - Cursor, ClaudCode
Python	Web Servers - Nginx, Apache
Golang	Caching - Memcache, Redis
Rust	ETL - Dataflow, Apache Beam
Terraform	Databases - mysql, mariadb, postgres
GraphQL	Enterprise DB - Snowflake, BigQuery
SQL	Search - Elasticsearch, OpenSearch
Ruby - Ruby on Rails	Cloud Platforms - AWS, GCP
Java	Serverless - Lambda, API gateway
C/C++	CDNs - Cloudfront, Fastly, Akamai
C#/.net	Linux/Unix
Docker	Snowplow Analytics
	Github Workflows