Samee Rauf

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EXPERIENCE

PMG World Wide, *Dallas, Texas,* **June 2024 - Current**

AI Software Engineer

- Optimized multi-million dollar media budgets for major QSR clients by developing a predictive forecasting tool using weather data, statistical regression, and LangChain for a ~5% lift in return on ad spend for 5 pragmatic teams
- Engineered an ad creation automation system that integrates with Ad APIs to generate bulk-upload sheets, saving 3–5 hours per campaign build per team member every launch and enabling rapid scaling of ad launches across 25 teams
- Designed and deployed a domain-negation platform that programmatically screens unsafe/low-value sites and publishes exclusions via API across 10+ search accounts, increasing return on ad spend by 10%
- Eliminated 1,000 dollars in monthly cloud costs and reduced significant tech debt by engineering a scalable API-driven architecture to decommission a high-cost legacy platform.
- Developed reusable download utilities for Google Docs (via Drive API) and S3 cloud storage, enabling media teams to programmatically ingest documents being used in 100+ automated workflows
- Refactored internal Data APIs to reduce errors, improve performance, and support new automation workflows, accelerating delivery of client-facing applications.
- Implemented DataDog & OpenTelemetry monitoring for 10+ key metrics & zero-downtime deploys
- Eliminated thousands of dollars in monthly cost and reduced significant tech debt by engineering a scalable data ingestion system to decommission a high-cost legacy platform.

The Walt Disney Project, *Anaheim, CA* **August 2023 - May 2024**

Security Researcher

- Developed an automated system using the Snoozy Large Language Model within the GPT-4ALL ecosystem to rapidly generate and deploy reliable, audited system configurations, enhancing efficiency and security in system management
- Achieved a 35% reduction in system configuration management time cost & presented findings to Disney stakeholders

Los Angeles County Project, *Fullerton, CA* **July 2022 - February 2023**

Software Developer CSUF

- Developed a full-stack parking management system using React & Express for LA County, serving 1,000+ users by implementing custom UIs and server-side CRUD operations.
- Implemented a relational database schema in SQLITE and engineered a full suite of RESTful API endpoints with Express.js to handle all server-side CRUD operations and data validation

PROJECTS

Garden Journal (*https://github.com/srauf24/garden_journal*) **October 2025 - Current**

- Developed a web-first app built with Go, React.js, PostgreSQL, and Clerk authentication, integrating the Open-Meteo API and New Relic monitoring to log plants and enrich growth data with live weather insights
- Engineered a scalable, production-ready API layer with 10+ documented endpoints using OpenAPI, implementing SQL migrations and database triggers to ensure 100% data integrity.
- Managed the complete application lifecycle on Svella, leveraging its object storage for user media and maintaining 99.9% uptime by monitoring key SLIs in New Relic.

Book Club (*https://github.com/srauf24/forum*) **January 2025 - February 2025**

- Launched a real-time full-stack SPA with CRUD posts/comments, likes, reading lists, and AI book recommendations using React, Vite, Tailwind, Firebase (Auth/Firestore/Storage), and Gemini.

TECHNICAL SKILLS & CERTIFICATIONS

Programming Languages: Python, Go, Java, C++, JavaScript,

Framework and Databases: NodeJs, React, Express, SQLITE, Firebase, PostgreSQL

Platforms & Tools: AWS (S3, Lambda), Datadog, Git, GitHub, Docker, Sanity, CodeArtifact

Certifications: AWS Cloud Practitioner

EDUCATION

California State University Fullerton, *Fullerton, CA* **GPA: 4.0/4.0** Graduation Date: May 2024

Major: Bachelor of Science, Computer Science