

Samee Rauf

sameerauf.dev

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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 end-to-end ad automation system integrating with Ad APIs to generate bulk-upload sheets, reducing campaign setup time by **50% (saving 3-5 hours per launch)** and enabling rapid, error-free scaling 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%**
- Architected a scalable Python backend to replace expensive legacy infrastructure, successfully **eliminating \$12,000+ in annualized cloud costs** while significantly reducing technical debt and improving system maintainability
- 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

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

Ark (<https://github.com/srauf24/ark> | arkcore.dev)

September 2025 - Current

- Architected a full-stack server and log management platform using Go (Echo) and React 19, leveraging OpenAPI contracts with Zod schema validation for end-to-end type-safe **REST APIs** backed by PostgreSQL
- Developing a **RAG** chatbot architecture using **AWS Bedrock** and **S3 Vectors** for semantic search, implementing **LLM-as-a-Judge** validation and **LangFuse** tracing to ensure high-accuracy, production-grade outputs.
- Implemented end-to-end observability with **New Relic APM** for distributed tracing, deployed via **GitHub Actions** CI/CD to **AWS EC2** with Caddy reverse proxy

TECHNICAL SKILLS & CERTIFICATIONS

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

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

Platforms & Tools: AWS (S3, Lambda, EC2), 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