Tyler Caldwell

Experienced engineer and leader, SEO expert.

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EXPERIENCE

Wayfair Boston MA — *Full-Stack Software Engineer*

June 2016 - Present

Software Engineer IV (Staff Engineer/Sr. Manager) Feb 2020 - Present
Software Engineer III (Sr. Engineer/Engineering Manager) 2018-2020
Software Engineer II 2017-2018
Software Engineer I 2016-2017

Key Accomplishments

- Improved sitewide URL structure, increasing #1 rankings 22% and search visibility 8%
- Built split testing platform for SEO, automated most tests
- Drove 10% SEO traffic increase, $80MM in SEO revenue through addition of a feature to mobile web
- Served as lead mentor for a team of 20+ new hires in training
- Led team through recovery of 20% of SEO traffic lost as a result of a 2019 Google ranking algorithm change
- Grew entry level individual contributors into tech leads, grew tech leads into managers

Responsibilities

- Managed a team of eight individual contributors/tech leads and a QA analyst, comprised of three distinct sprint teams
- Interview candidates; from entry-level engineering positions to cross-functional directors
- Collaborate directly with cross-functional partners in product, marketing, design, business intelligence, and web analytics
- Interface with vendors, on-board new tools and integrations

EDUCATION

Boston University Boston, MA — *MS Software Development*

September 2017 - October 2019 | 3.8 GPA

UMass Amherst Amherst, MA — *BA Comp Sci + BA Economics*

August 2012 - May 2016 | 3.8 GPA | Minor in Political Science

PROJECTS

Every Man Jack — *January 2018 - May 2018*

Freelanced to build a mobile application. React using Ionic & Cordova.

REU - Mobile Machine Learning for Health — *2015-2016*

Undergraduate thesis project utilizing machine learning to detect use of alcohol via streaming sensor data from a smartwatch to a smartphone.

SKILLS

SEO, JavaScript (incl. ES6), PHP, Node.js, React.js, SQL Server, Java, SASS/LESS

AWARDS

Commonwealth Honors Scholar with Greatest Distinction | UMass Amherst

Dean's List 8/8 semesters | UMass Amherst

LANGUAGES

Native English speaker, amateur German and Mandarin speaker, and aspiring Russian expert