

# Vladimir Golubyev

## Full Stack Software Engineer

Developer proficient with frontend JavaScript: React, Vue, Nuxt. Experienced backend frameworks: Ruby on Rails, Sinatra, Express, Sails. Comfortable working with relational databases like MySQL/PostgreSQL, data stores like MongoDB/Redis and their respective object-oriented ORMs. Familiar with flavors of HTML (HAML/PUG) as well as CSS (SASS/LESS)

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## Experience

Jan 2020 - present	<b>Lead Software Engineer</b> Power Digital Marketing <ul style="list-style-type: none"><li>• Creating a cutting-edge B2B PaaS</li><li>• Maintaining and refactoring legacy applications in a variety of languages/frameworks: Ruby on Rails/SLIM, Laravel, React</li><li>• Working to establish a brand new team to ensure product success</li></ul>
Jun 2016 - present	<b>Lead Software Engineer</b> <i>Executable Media</i> <ul style="list-style-type: none"><li>• Created an ad-serving infrastructure with a focus on performance and high availability, handling millions of impressions using Node.js, Nuxt.js, MongoDB and a variety of third-party tools and APIs</li><li>• Developed a number of proprietary competitive intelligence tools using Ruby</li><li>• Employed optimization strategies to achieve 100%+ improvement in sales funnel conversions using Vue.js, Nginx, Node.js/Express.js, CloudFront</li><li>• Worked with Stripe, PayPal and Shopify APIs to create a boutique, high-performance Point of Sale system for eCommerce campaigns</li><li>• Responsible for cloud deployment and maintenance (AWS/Heroku)</li></ul>
Jul 2018 - Aug 2019	<b>Software Engineer</b> <i>Intuit</i> <ul style="list-style-type: none"><li>• Designed and developed features for TurboTax Live using JavaScript / React.js / Redux.js serving millions of end-users</li><li>• Created, developed and tested both front-end and back-end features used by thousands of tax professionals internally</li><li>• Integrated complex front-end infrastructure to work with AWS-driven services using traditional APIs as well as GraphQL</li><li>• Created a comprehensive, automated testing suite to achieve 95%+ code coverage for staging and production artifacts using Selenium, Istanbul and Jest</li><li>• Integrated new applications with Continuous Integration / Jenkins pipelines</li><li>• Worked hands-on with a variety of internal technologies spanning Java (Spring), Scala, JavaScript, Python, MySQL and Redis</li><li>• Worked with non-technical teams to identify and resolve bugs across the entire stack with Splunk</li></ul>
Jun 2015 - Sep 2017	<b>Full Stack Software Engineer</b> <i>Lightfoot Media</i> <ul style="list-style-type: none"><li>• Led an international team to refactor an Email Service Provider framework</li><li>• Successfully improved UI/UX, decoupled legacy back end systems and introduced a testing pipeline</li><li>• Introduced SCRUM, version control, CI/CD pipelines to existing project</li><li>• Reduced the number of customer-reported bugs by 50% in the first month</li><li>• Worked directly with clients to understand business requirements and document development strategies</li></ul>
Nov 2015 - Jan 2016	<b>Software Engineer, Consultant</b> <i>Redline Interactive</i> <ul style="list-style-type: none"><li>• Developed infrastructure and tooling for an automotive sales startup using Ruby on Rails, Sinatra, Watir and PhantomJS</li><li>• Developed a sophisticated headless scraping and remote interaction system to operate legacy APIs</li></ul>
Jun 2013 - Sep 2015	<b>Software Engineer</b> <i>MarketTrend</i> <ul style="list-style-type: none"><li>• Developed a sophisticated ad delivery system for Windows systems using C#, Node.js and Ruby on Rails</li><li>• Implemented persistence and analytics systems to process ad impression and engagement data</li><li>• Maintained a system responsible for serving 300 million ad impressions</li></ul>
Feb 2013 - Nov 2013	<b>Software Engineer, Consultant</b> KwikCellular <ul style="list-style-type: none"><li>• Designed and developed a telecomm reseller system using Ruby on Rails, PostgreSQL, Sinatra and Stripe APIs</li><li>• Integrated production systems with Twilio APIs</li></ul>
Oct 2010 - Jan 2011	<b>Junior Software Engineer, SEO Consultant</b> <i>Internet Business Group</i> <ul style="list-style-type: none"><li>• Implemented on-page search / SEO optimizations for clients with budgets ranging from \$50k to \$1M</li><li>• Created automation tools for white-hat backlink creation using Ruby</li></ul>



## Education

2017	<div><b>Alliant International University, California School of Management and Leadership (CSML)</b><ul style="list-style-type: none"><li>• Worked as Assistant under the guidance of Dr. Aaron M. Wester, PhD, CSML Master of Science of Data Analytics (MSDA) Coordinator and National Director Advanced Analytics, Data Science, and Research for iProspect/Dentsu Aegis</li><li>• Conducted CSML and MSDA programs research with emphasis on MMM and Social Marketing</li><li>• Worked on developing a Ruby software course for Alliant International University</li></ul></div>
2008 - 2011	<div><b>University of Idaho - Chemistry (<i>coursework</i>)</b><ul style="list-style-type: none"><li>• Attended extra-curricular Leadership Development classes</li><li>• Completed additional Computer Science courses</li></ul></div>



## Additional Activities

2019 - present	<div><b>PerformAIR - performair.shop</b> <i>Co-Founder, Lead Software Engineer</i><ul style="list-style-type: none"><li>• Created a number of profitable landing pages</li><li>• Reached over \$115,000/mo in gross sales in the first two months of operation</li><li>• Implemented a number of APIs per business requirements: Shopify, PayPal, Stripe, ipStack</li><li>• Created a separate eCommerce outlet for wholesale buyers</li><li>• Helped manage Facebook and GoogleAds campaigns</li><li>• Implemented error checking and health monitoring</li><li>• Responsible for cloud hosting and maintenance</li></ul></div>
2018 - present	<div><b>Abella Eyewear - abellaeyewear.com</b> <i>Co-Founder, Software Engineer</i><ul style="list-style-type: none"><li>• Refined a product line of fashionable eye wear</li><li>• Achieved gross sales of over 7 figures in the first year of operation</li><li>• Developed internal order management tools with Shopify API integration</li><li>• Created a number of highly optimized sales funnels using React &amp; Gatsby to leverage server rendering. Implemented a custom DNS solution, improved network transfer metrics via HTML/CSS/JS post-processing, implemented lazy loading as well as implemented CDNs into the work flows to achieve bleeding-edge performance</li></ul></div>
2017	<div><b>Speaker</b> <i>Keynote speaker on Databases &amp; Business at Alliant International University San Diego Campus</i><p>Spoke at Alliant University to Master's Degree students and faculty by invitation.</p><p>Presentation involved an in-class talk as well as a Q&amp;A regarding databases, modern JavaScript web frameworks, emerging tech as well as some real scenarios and use-cases of Lightfoot Media's technologies.</p><p>The examples were selected to help bridge the students' current curriculum with real business needs for the technology in question.</p></div>



## Miscellaneous

US Citizen
Experienced with Adobe Photoshop
Strong skills with Git version control system
Comfortable with common platforms: MacOS, Windows and flavors of Linux
Experienced with Ngrok and Postman



## Languages

English	<div><div></div><div>Fluent</div></div>
Russian	<div><div></div><div>Native</div></div>
Ukrainian	<div><div></div><div>Native</div></div>