# John Doe

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## PROFESSIONAL PROFILE

Principal Engineer with 15 years of experience in scaling marketing analytics platforms, intelligent assistants, and growth experimentation pipelines to translate customer insights into measurable revenue. Proven expertise in cloud infrastructure and persuasive data storytelling.

- Led 10 senior engineers and analytics partners in delivering a unified marketing insights backbone spanning CRM, product telemetry, and paid channels.
- Integrated LangChain assistants into marketing ops tooling, reducing creative QA turnaround from 4 days to same day.
- Established experimentation guardrails (pre/post power calculators, anomaly alerts) adopted by 25 growth squads.
- Built a multi-touch attribution engine on Snowflake + dbt that reconciled $650M in pipeline, unlocking budget reallocation within one quarter.
- Shifted 90% of marketing models to a feature-store driven workflow with CI guardrails, reducing failed launches by 42%.

## TRAINING

**Stanford University | M.S. Management Science & Engineering**

**University of Washington | B.S. Computer Science**

## PROFESSIONAL EXPERIENCE

**Principal Engineer, Marketing Intelligence — Northstar Studio**
2022–Present

- Architected a LangGraph-powered experimentation copilot that forecasts campaign lift within minutes, increasing incremental ARR attribution confidence by 38%.
- Led 10 senior engineers and analytics partners delivering a unified marketing insights backbone spanning CRM, product telemetry, and paid channels.
- Shifted 90% of marketing models to a feature-store driven workflow with CI guardrails, reducing failed launches by 42%.

### Lead Growth Platform Engineer — Pulse Commerce
2020–2022

- Built a multi-touch attribution engine on Snowflake + dbt that reconciled $650M in pipeline, unlocking budget reallocation within one quarter.
- Integrated LangChain assistants into marketing ops tooling, cutting creative QA turnaround from 4 days to same day.
- Established experimentation guardrails (pre/post power calculators, anomaly alerts) adopted by 25 growth squads.

### Senior Staff Engineer, Lifecycle Marketing — Flowly
2018–2020

- Shipped a personalization service combining behavioral embeddings and rules, increasing LTV of the top cohort by 19%.
- Mentored staff engineers on measurement design, incident command, and storytelling for executive reviews.
- Partnered with marketing leadership to define the north-star KPI stack and telemetry investments.

### Staff Software Engineer, Revenue Platforms — Brightline Media
2016–2018

- Modernized the ad intelligence stack onto Kubernetes + Kafka, shrinking report latency from 4 hours to 8 minutes.
- Rolled out contract testing and probabilistic scoring models that caught 70% of tracking regressions before launch.

- Built a self-serve experimentation UI for marketers, later used in 700+ tests annually.

### Senior Engineer, Martech & CRM — Acorn Retail
2014–2016

- Implemented customer identity resolution and Segment pipelines that fed email, push, and paid media channels.
- Launched cross-channel journey orchestration with real-time suppression rules, cutting unsubscribes by 22%.
- Own incident response for revenue-impacting journeys with weekly readiness drills.

### Platform Engineer, Marketing Systems — BluePeak Travel
2012–2014

- Built offer ranking services mixing rule-based logic with ML scoring for seasonal bundles, adding $18M upsell revenue.
- Established data contracts across product, finance, and marketing teams aligned to GAAP revenue reporting.
- Introduced release train rituals and postmortem templates adopted by the marketing engineering guild.

### Senior Software Engineer — TerraAd
2011–2012

- Developed multi-region APIs that optimized ad pacing in near real-time, increasing ROAS by 14%.
- Partnered with customer success to embed experimentation narratives into quarterly business reviews.
- Piloted on-call rotations covering 150+ campaign integrations.

### Software Engineer — Verve Analytics
2010–2011

- Created dashboards translating complex lift models into executive-friendly storytelling.
- Automated ingestion of survey and panel data into a unified warehouse, reducing manual analyst work by 30%.

- Collaborated with marketing ops to codify data-quality SLAs.

### Junior Engineer, Campaign Insights — Harbor Labs
2009–2010

- Built ETL jobs combining CRM and sales data for quarterly pipeline reviews.
- Launched first KPI catalog and glossary shared by sales, marketing, and finance.
- Co-created onboarding workshops demystifying experimentation basics for marketers.

### Engineering Intern — SignalPath
2008–2009

- Prototyped anomaly detectors on campaign data sets and presented findings to leadership.
- Maintained content syndication pipelines powering 60+ partner sites.
- Documented best practices that evolved into SignalPath's first marketing engineering wiki.

## PUBLICATIONS & OPEN SOURCE

**Designing Marketing Copilots with LangChain and Guardrails** — 2024 talk on measurable experimentation assistants at GrowthConf.
**Open-sourcing the Attribution Contract Playbook** — Maintainer of a contract-testing toolkit for marketing event schemas.

## TECHNICAL SKILLS

**Programming Languages**: Python, TypeScript, Go, SQL, Scala
**Tools & Technologies**: LangChain, LangGraph, ChromaDB, Vertex AI, OpenRouter, Snowflake, dbt, Kafka, Airflow, Looker, Tableau, Fivetran, Kubernetes, Terraform, Segment, Amplitude