

# Daniel Long

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## SUMMARY

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Experienced technical leader with 10+ years in cloud tech. Proven track record of leading teams and delivering impact in fast-paced environments. Co-author (whiteboard to maturity) on four \$10M+ customer-facing products, specializing in real-time, event-driven, high-volume systems.

## EXPERIENCE

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### Sabbatical — Remote

*Mar 2023 - Present*

- Training in GCP, Product Management, Growth Strategy

### SIMPLIFI, Fort Worth, TX — Senior Software Engineer — Product Lead

*Aug 2017 - Mar 2023*

- Led team of 8, facilitating communication, progress tracking, and stakeholder negotiations
- Managed \$70,000+ daily revenue product with 150,000+ daily campaigns and 1 billion data points
- Increased location match rates from industry average 40% to market-leading 90%
- Secured Fortune 500 client with innovative geo-fence side product
- Developed scalable geocoder (99.99% uptime, 20,000 QPS)
- Streamlined operations by consolidating functions across 135 machines (15% cost reduction)
- Migrated critical infrastructure to Google Cloud Platform (zero customer disruption)
- Subject Matter Expert of business critical product portfolios (Addressable Targeting & Audience Curation)
- Mentored 3 engineers, providing weekly touchpoints, coding sessions, and targeted training
- Peer-nominated and awarded for engineering excellence by 80 colleagues (1 winner per quarter)
- Oversaw the secure management of billions of PII records maintaining compliance with stringent regulations (no SLA breaches)
- Co-authored data security policies ensuring compliance with COPPA, GDPR, and PII regulations across various regions (NA, Europe, Asia)

### EXARES, Dallas, TX — Senior Software Engineer

*Sep 2015 - Aug 2017*

- Engineered event-based AWS cloud platform in Python with mobile app RFID scanning
- Presented at conferences across the Midwest on technical topics pertaining to Oil and Gas

### 1000BULBS.COM, Dallas, TX — Software Engineer

*Feb 2013 - Sep 2015*

- Improved search by replacing licensed solution with Elasticsearch (saved \$75k per annum, enabled faceting)
- Migrated an on-premise content management system to Ruby microservices serving 350,000+ clients

### LIFECHURCH, OKLAHOMA CITY, OK — Interactive Developer

*Jul 2011 - Feb 2013*

- Produced APIs, frontend libraries, and UX + UI components for global SaaS products

## SKILLS

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| Languages        | Python, Ruby, JavaScript                   |
| Databases        | Postgres, Redis, MongoDB                   |
| Web Frameworks   | Flask, React, Django                       |
| Real-time Tools  | Kafka, Spark                               |
| Containerization | Kubernetes, Docker                         |
| Cloud Platforms  | Amazon Web Services, Google Cloud Platform |

## PROJECTS

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- Authored the most popular open source Ruby library for Google Search Appliance (44,000 downloads)