



BRANDON BEST

ENGINEERING LEADER

WORK EXPERIENCE

DIRECTOR OF TECHNOLOGY

Bisnow Media | New York, New York

2014 - Present

Built engineering team and architected technology stack that manages 2.5 million page views / month, 15 million email sends / month, and \$9 million in transactions / year. Turned unreliable tech stack with no testing, spreadsheet ticket tracking, and monolithic code structure into a modern development workflow including Confluence documentation, dockerized continuous deployment, AWS infrastructure, error notifications, unit testing, quality control, and sprint planning running in a microservice architecture.

- Identify and prioritize business objects; turn ideas into roadmaps; architect code/database design; document requirements for scalability; manage timeline expectations and maintain budgets.
- Identified technical debt and created roadmap to gradually repay it.
- Hire, mentor and set quarterly performance goals for team members.
- Integrate Upwork contractors for one-off and ongoing projects.
- Optimized and documented workflows to scale a growing team.
- Dockerized all core code repositories.
- Improved reliability by migrating to AWS with no downtime.
- Transitioned team to agile workflow. Increased project visibility throughout organization through sprint planning and email updates, resulting in improved confidence from leadership and stakeholders.
- Architected platform to collect and report billions of event statistics to individual sponsors for sales growth and key advantage of Bisnow over competitors.
- Designed and implemented scalable marketing platform for 350 live events and 1,200 webinars per year in Marketo.
- Designed and implemented scalable newsletter subscription and delivery platform for 105 active newsletters.
- Integrated ad sales and delivery platform for newsletters/website including delivering targeted ads to segments of our audience.

PRESIDENT

Dream Ideation | Scottsdale, Arizona

2009 - 2016

- Developed ~85 Wordpress sites from Photoshop templates.
- Managed linux servers for 40+ clients.
- Hired, onboarded and coached multiple entry level developers
- Built and sold scalable solar estimate generating calculator to 20 clients.
- Developed new digital marketing strategies through emerging search engines and social media platforms.
- Designed, marketed and sold webmarketing packages including website creation, Adwords, hosting, conversion tools and Salesforce integration.

EDUCATION

2005 } 2009

Biochemistry


Point Loma Nazarene University
San Diego, California, United States

2007 } 2008

Study Abroad

Bond University
Gold Coast, Queensland, Australia

CONTACT

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 Gilbert, Arizona

LEADERSHIP

Hiring & Coaching

Streamline Operations

Developing Systems

Infrastructure Architecture

Testing

Scaling development team

Increasing end user satisfaction

BACKGROUND

AWS

Docker

PHP

Linux Admin

MySQL

Redis

CSS

React

SOFTWARE

Salesforce

Marketo

NetSuite

Eloqua