

# Jessie Rushing

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GitHub: [github.com/immber](https://github.com/immber)

Portfolio: [immber.github.io](https://immber.github.io)

## SUMMARY

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Over 20 years combined experience in software engineering, data systems, and accounting; driven by core values of reliability and continuous improvement. A proactive & collaborative engineering leader dedicated to helping tech companies scale for growth, increase efficiency, and maximize effectiveness. Recognized for exceptional problem-solving and operational leadership, focusing primarily on growth solutions to meet increasing demand for scaling organizations.

- **Exceptional Leadership:** Consistent career growth through 9 leadership roles in engineering, accounting, and data systems analysis.
- **Operational Efficiency:** Able to clarify goals, staff effectively, streamline processes, simplify platforms, and collaborate with tech teams to stay proactive, nimble, and reliable.
- **Revenue Growth:** Directed hyper-growth startup that reached \$20+ million annual gross in just over 2 years; experienced consultant and trusted advisor to companies in the \$5 to \$50 million range.
- **Scaling Initiatives:** Built SaaS cloud infrastructure now adding >100K new users and >2M comments globally every month by scaling hosting from POC on Heroku to over 50+ paying customers on GKE.
- **Strong Communication:** Accounting and operations background plus software engineering expertise enables fluent communication with technical and business teams for effective problem-solving.

## TECHNICAL SKILLS

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Kubernetes (GKE & EKS), Helm, Terraform, Docker, AWS, GCP, MongoDB, MySQL, PostgreSQL, MSSQL, Redis, Python, JavaScript/Node, Ruby on Rails, Java (Groovy/Grails), Fastly, DataDog, Prometheus, NewRelic, StackDriver, Cloudwatch, GitLab Pipelines, GitHub Actions, CircleCI, Jira, Linux, Git, Selenium, C#.NET, VB.NET

## PROFESSIONAL EXPERIENCE

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### Freelance | WEB DEVELOPMENT | Los Angeles, CA

AUG 2023–Present

Working on passion projects, and custom development for former clients, friends and family.

Exploring and playing with new technologies and APIs including Square, WebFlow, Next.js, Squarespace, and Amazon's Affiliate API.

- **Created a proof of concept affiliate marketing site in a targeted niche** with Amazon's affiliate program on Webflow, and continuing to grow traffic through SEO, and social media marketing. Promoting products, partnering with additional affiliate programs, and developing custom API automations between Webflow and Amazon's APIs
- **Developed comments integration for Webflow with fully automated saas sign-up** using Coral by Vox Media, Stripe, TypeForm, SendGrid, and Google Cloud functions to fully automate the creation of a comments backend for Webflow customers backed by GKE & MongoAtlas. Publishing free resources for Webflow customers that want to host Coral themselves, and a created a fully automated SAAS offering for those who would rather pay for comments hosting & database storage.

## PROFESSIONAL EXPERIENCE, *continued...*

### Vox Media, LLC | ENGINEERING MANAGER | Los Angeles, CA

SEP 2021–JUL 2023

Promoted to improve and unify acquired consumer products cloud and CDN infrastructure to ensure future platform compatibility and support. Managed business priorities and tech debt, hiring and mentoring SREs at all levels, and reducing infrastructure costs. Created agile team rituals to organize roadmap, epics, and backlog. Established team working agreements, as well as supervised on-call rotation and incident response.

- **Leading newly formed Site Reliability Engineering team in response to staff departures** and cloud platform engineering reorganization. Able to quickly understand new applications and component services and ramp up an SRE team to adapt to changing business priorities.
- **Managed the update, and future-proofing of infrastructure** by working with developer teams to identify & deprecate abandonware, and migrate critical services from AWS Elastic Container Service (ECS) to Elastic Kubernetes Service (EKS), while simultaneously migrating CICD pipelines from CircleCI to GitHub Actions.
- **Completed on-time back-end migration** for popular fashion site imaging service which received significant traffic and attention during MetGala 2022 and successfully maintained reliability with **no outages or performance degradation**.
- **Mentored junior engineering managers** on establishing team rituals, maintaining productivity, giving and receiving feedback; as well as consistently provided organization wide guidance as a recognized leader of one of the top performing engineering teams based on internal team scoring metrics.

### The Coral Project | SENIOR SITE RELIABILITY ENGINEER

SEP 2018–SEP 2021

Acquired by Vox Media, LLC in January 2019, joined while they were still under Mozilla Foundation.

- **Single-handedly built SaaS hosting infrastructure now generating millions in annual revenue** and adding 2M+ comments & >100k new users every month by migrating live production client instances from Heroku to GKE, with 0 down time
- **Helped major media organizations access better moderation tools, improved commenter behavior, and reduced toxicity in comment spaces** by performing complex data migrations from SQL, and other legacy comment platforms to MongoDB
- **Solved scalability problem** by working with development team to create an archiving feature which enabled product economic viability by allowing comment data to grow unbounded.
- **Aligned team members, managed infrastructure hosting budgets and performed strategic planning** for future operations to ensure resources were available when needed.
- **Provided application and infrastructure observability, including incident response** policies and documentation with automated integrations using Stackdriver, Slack, Pingdom, and PagerDuty.

### Taulia | SOFTWARE ENGINEER | San Francisco, CA

AUG 2017–MAY 2018

Promotion during engineering reorganization.

- **Developed data streams to extract and load MySQL data of \$1+ trillion worth of invoices** (200+ million documents) to analytics data warehouse using MySQL, AWS (Kinesis, Lambda, Redshift).
- **Predicted customer behavior** by enabling customer-facing data visualizations, custom reporting, and use of ML using analytics data warehouse built with MySQL, PostgreSQL, and Redshift.
- **Reduced cube build time 62% (from 4 to 1.5 hours)** and architected 1.5GB analytical data elasticube by implementing optimized MySQL views on source data.
- **Automated manual monthly process** updating exchange rate data for 150+ currencies by writing Python script to pull currencies from 3rd party API into MySQL database.

## PROFESSIONAL EXPERIENCE, *continued...*

- Taulia | SITE RELIABILITY ENGINEER | San Francisco, CA** JUL 2015–AUG 2017  
Trained on SRE methodologies and maintained 24-hour application support by performing on-call. Created features for platform administration and extended internal APIs utilizing Groovy on Grails. Closed 10 – 25 tickets weekly, locating & reproducing bugs and resolving customer data issues
- QBUtility.com | SOFTWARE ENGINEER & FOUNDER | Simi Valley, CA** Feb 2012–FEB 2022  
Founded eCommerce website selling utility applications to assist bookkeepers and accountants with manual tasks in QuickBooks. Developed VB.NET applications, automated sales, product key fulfillment, and support using Volusion, and Zendesk. Also worked with clients directly to develop custom QuickBooks to MSSQL database applications
- JR Consulting | ACCOUNTING SOFTWARE CONSULTANT | Simi Valley, CA** 2010–2015  
Coached client SMBs on how to use QuickBooks to efficiently manage estimates, sales orders, fulfillment, and inventory, focusing on ERP solution engineering, and was top rated value added reseller for ACCTivate
- Topaz Distribution LLC | FINANCE DIRECTOR / MANAGING DIRECTOR | Simi Valley, CA** 2007–2009
- Smooth Motion Pictures / Trinity Home Ent | ACCOUNTING MANAGER | Westlake Village, CA** 2004–2008
- JRE Medical | DATA SYSTEMS ANALYST / SENIOR ACCOUNTANT | Simi Valley, CA** 2004
- Kama Sutra | OPERATIONS MANAGER | Westlake Village, CA** 1999-2003

## SPEAKING EXPERIENCE

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- Featured Speaker | SADA Impact** (unfortunately session canceled due to COVID) 2022  
“Demystifying Migrations to GKE”
- Featured Speaker | GitLab Commit** 2021  
“Fear Not Integration: How to Connect an Existing Kubernetes Cluster to a GitLab.”
- Featured Speaker | Scaling New Heights** 2013, 2014  
“Top 5 QuickBooks Inventory Issues: What you will encounter in the wild.”  
“Managing the Implementation Project”

## BOARD EXPERIENCE

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- National Association of Women Business Owners (NAWBO)** Ventura County, CA  
**TREASURER** 2012-2015

## EDUCATION

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- Graduate, Dev Bootcamp, San Francisco, CA** 2015  
Immersive 19-week coding bootcamp program, onsite intensive.
- Studied full stack Ruby on Rails, Javascript, AJAX, JQuery, HTML/CSS, Git, and Agile SDLC.
  - DBC's program emphasized pair programming and team projects as well as "Engineering Empathy" and emotional intelligence.
- B.S. Accounting, Western Governors University** 2011