



# Mason Mahaffey

Software Engineer

(678) 975-1244 · [masonmahaffey00@gmail.com](mailto:masonmahaffey00@gmail.com)

## Skills

JavaScript

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NodeJS

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React

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HTML & CSS

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Golang

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Python

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Angular 2+

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Snowflake

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NoSQL

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SQL

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## Languages

English

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## Profile

I'm a full stack software engineer passionate about scale, architectural paradigms, APIs, Javascript, GoLang, big data, and iterative development.

I have job experience developing APIs that receive over 100 billion requests annually and in some instances have received upwards of 2 million+ requests per minute. I've written libraries used across the home pages of high traffic websites like [cnn.com](http://cnn.com), [tmz.com](http://tmz.com), and [bleacherreport.com](http://bleacherreport.com).

I love finding the simplest solutions.

Over-engineering is a thing.

## Employment History

### Software Engineer II, WarnerMedia

February 2020 — Present

Working to build products and services that enhance consumer engagement and unify the customer experience across the WarnerMedia brand ecosystem.

- Developed a javascript library designed to enable CCPA and GDPR data privacy compliance, as well as first party data collection for consumer insights to enhance user experiences. This library is used across every major WarnerMedia brand including CNN, BleacherReport, and more
- Developed a library for cross brand promotional ad content that both injects ad content flexibly into any part of a web page and manages the ad content via a React UI
- Developed a React UI to manage cross promotional ad content
- Integrated a machine learning content recommendation engine into the ad system mentioned above tailoring content unique to each individual
- Responsible for developing a variety of GoLang APIs supporting the above mentioned javascript libraries. The scale handled by these APIs exceeds billions of requests annually

- Responsible for developing large-scale ETL pipelines in Python, AWS Glue, S3 and Snowflake Working to build products and services that enhance consumer engagement and unify the customer experience across the WarnerMedia brand ecosystem. - Developed a javascript library designed to enable CCPA and GDPR data privacy compliance, as well as first party data collection for consumer insights to enhance user experiences. This library is used across every major WarnerMedia brand including CNN, BleacherReport, and more - Developed a library for cross brand promotional ad content that both injects ad content flexibly into any part of a web page and manages the ad content via a React UI - Developed a React UI to manage cross promotional ad content
- Integrated a machine learning content recommendation engine into the ad system mentioned above tailoring content unique to each individual - Responsible for developing a variety of GoLang APIs supporting the above mentioned javascript libraries. The scale handled by these APIs exceeds billions of requests annually - Responsible for developing large-scale ETL pipelines in Python, AWS Glue, S3 and Snowflake

### **Software Engineer, Bleacher Report Live, Atlanta**

August 2019 – February 2020

Worked to support and develop new services for the B/R Live backend. This job also included frontend work (Angular) to develop a UI that managed all of their live streams and events.

- Developed Node.js backend services supporting live streaming and live stream management tools all developed custom and internally.
- Developed an Angular live-stream management tool
- Developed a React frontend serving live-stream content

### **Software Engineer, The Home Depot, Atlanta**

May 2017 – March 2019

Full Stack Software Engineering position developing enterprise-grade supply chain micro-services. These systems help roughly \$70 billion worth of products get to stores and distribution centers annually.

- Developed an Angular frontend managing Supply Chain entities for flexible business needs
- Developed a Node.js backend supporting the Angular Frontend
- Developed Java micro-services for supply chain purchase order transactions

## **Education**

### **Full Stack Web Development, DigitalCrafts, Atlanta**

November 2016 – May 2017