Joe Campbell

Software engineering leader with over five years of experience, three of which as technical lead with two plus years of experience in people management. Backend-focused, remaining highly technical as a manager.

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EXPERIENCE

Wayfair, Boston, MA — *Engineering Manager (SEO / SEM)*

2017 - PRESENT

Software Engineer IV (Engineering Manager), 2022 - Present
Software Engineer III (Senior Engineer), 2020 - 2022
Software Engineer II, 2019 - 2020
Software Engineer I, 2018 - 2019
Software Engineering Intern, Summer 2017

Key Accomplishments

- Designed and led delivery of a synthetic text system to improve the relevance of the site's footers. Architected using a CQRS pattern - resulted in $40M incremental GRS
- Architected an event-based system to create new pages based on suggested searches in Google results, $2.5M GRS
- Created an internal linking platform to drive authority towards new and underperforming pages - an $8M SEO feature
- Led the team through an incremental transition from a monolithic to microservice and event-based architecture
- Grew direct reports from interns to senior engineers through career and technical coaching
- Unlocked key analyses for SEO business partners by providing technical expertise, hosting weekly SQL office hours

Responsibilities

- Manager and tech lead of ten full stack engineers and one quality engineer, comprising two distinct scrum teams
- Lead solution design of key features, support team in their delivery
- Interview senior-level engineering candidates as well as cross-functional product partners
- Work closely with business counterparts to develop a continuous and iterative product roadmap
- Collaborate with third-party vendors to bring in new integrations to Wayfair (SEO data sets, malicious bot mitigation capabilities)

EDUCATION

Tufts University School of Engineering, Medford, MA
BS Computer Science

September 2014 - May 2018

Magna Cum Laude
Economics Minor

SKILLS

Languages & Frameworks

Java, Python, Javascript, PHP, SQL, React.js, Springboot, Axon

Technologies

Kafka, Google Cloud Platform, Google BigQuery, Docker, Kubernetes, Kafka, SQL Server, Redis, Jenkins

Business Domains

Search Engine Optimization (SEO), Search Engine Marketing / Paid Search (SEM)