

# Jordan Finnigan

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## SUMMARY

Engineering leader with 12+ years of experience building scalable platforms and leading high-performing teams. Previously, Director of Development, managing 12 engineers across multiple teams while delivering systems serving millions of users and driving 100% year-over-year profit growth for three consecutive years. Currently, in a senior IC role while seeking to return to an Engineering Manager position focused on team development, technical strategy, and business impact.

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## EXPERIENCE

### Software Engineer III | iFolio

July 2025 - January 2026, Atlanta, GA

- Deploy and maintain production systems serving **5M+ web pages**, ensuring reliability and scalability across high-traffic environments
- Optimized infrastructure and deployment workflows, reducing operating costs by **four figures per month** while maintaining performance and uptime
- Partner with engineering leadership on architecture planning and technical standards, contributing to long-term platform strategy and mentoring peers on best practices

### Director of Development | TracTru

October 2022 - July 2025, Remote

- **Led 12 engineers** (5 full-time, 7 contractors) across **5 development teams**, providing day-to-day people management including 1-on-1s, goal setting, performance feedback, and career development.
- Partnered closely with executive leadership to **define technical strategy and delivery priorities**, directly supporting **100% year-over-year profit growth for three consecutive years**.
- Mentored and developed engineers across experience levels, improving team autonomy, technical decision-making, and cross-team collaboration.
- Built and scaled an engineering organization capable of delivering **platform stability, new product development, and growth initiatives in parallel**.
- **Architected and scaled platform systems** to support **10M+ monthly API calls** and **300+ client deployments**, enabling reliable growth without proportional infrastructure cost increases.
- Led development of an **inventory health scoring system** that delivered actionable insights to clients, driving improved inventory optimization and product visibility.
- Evolved internal operational dashboards into a **client-facing inventory management product**, creating a new revenue-generating platform offering.
- Implemented SEO tooling and automation (including Google/Bing sitemap integration) that materially improved organic discovery of client inventory.
- Collaborated cross-functionally with marketing to integrate **MailChimp and Matomo automation**, strengthening lead generation and attribution for agriculture dealers.
- Oversaw data visualization initiatives that transformed complex inventory and behavioral data into **clear, decision-ready business intelligence** for customers.

### Lead Developer | TracTru

March 2021 - October 2022, Remote

- Architected a headless dealer website platform using WordPress and Next.js, **improving site performance and SEO while reducing operational costs by over 60%**.
- Designed and led implementation of a **microservice-based infrastructure** using Docker and CI/CD pipelines, enabling faster feature delivery and marketing campaign launches.
- Established modern engineering standards including **test-driven development and component-driven UI development**, improving code quality and development velocity.
- Built caching and data access strategies using **Redis and MariaDB**, significantly improving page load performance and user experience.
- Initiated development of a **Laravel-based inventory management system** that evolved into a core platform offering with automated lead generation capabilities.

### Product Developer | Dealer Inspire

July 2017 - March 2021, Remote

- Developed lead-generation components for the OnlineShopper platform, supporting inventory discovery and customer engagement for automotive dealers.
- **Drove a 200% increase in automated test coverage** while maintaining delivery velocity, establishing quality standards adopted across the engineering team.
- Integrated Facebook Marketplace APIs to expand inventory visibility and create additional customer acquisition channels.
- Built analytics and deployment tooling that enabled rapid iteration on customer-facing features informed by real usage data.

### Full Stack Developer | VYNYL

September 2015 - July 2017, Boise, ID

- Developed an offline-capable survey platform for **Yale University**, enabling data collection in remote regions with automatic synchronization upon connectivity restoration.
- Designed data visualization dashboards that transformed complex survey data into actionable research insights.
- Led an API migration from Rails to Laravel for a fitness application, improving performance and enabling new feature development.

### Developer | Survey Vitals

November 2013 - September 2015, Boise, ID

- Built healthcare analytics dashboards, enabling providers to visualize patient feedback and identify improvement opportunities.
- Automated reporting and marketing integrations to improve insight delivery and customer engagement.

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## SKILLS

**Leadership & Management:** Team Leadership, 1-on-1s, Performance Feedback, Mentorship & Career Development, Technical Roadmapping, Cross-Functional Collaboration, Cost Estimation & Prioritization

**Architecture & Systems:** System Design, Scalable Architectures, API Design, Distributed Systems, Database Design, Performance Optimization

**Backend Engineering:** PHP (Laravel), Go, Node.js, TypeScript, REST APIs, GraphQL, PostgreSQL, MySQL, Redis

**Frontend Engineering:** JavaScript, React, Vue, Svelte, Next.js, Nuxt, HTML, CSS

**DevOps & Infrastructure:** AWS, Docker, CI/CD Pipelines, GitHub Actions, Cloudflare, Linux

**Analytics & Growth Platforms:** Data Visualization, Custom Analytics, A/B Testing, SEO Tooling, Marketing Integrations

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