Patrick Anderson

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Software Engineer with 8+ years of industry experience designing, building, and launching high scale software across a variety of stacks and business sectors. Skilled problem solver who thrives on ambiguity and embraces complexity; deep experience in navigating difficult business problems and solving them impactful software. Adept at communicating with technical and non-technical stakeholders and coordinating large interdisciplinary teams. Proven leader with experience mentoring, growing, and leading software engineers.

Core Competencies

Software Architecture and Design | Engineering Leadership | Experimentation & Measurement| Ambiguous Problem Solving | MVP Enablement | Technical Strategy | Product Ownership | High Scaled Software | Communication | Mentorship | Consulting

Technical Skills

Hack / PHP | C# | .Net Core | Python | Django | SQL | Presto | Hive |Non Relational DBs | JavaScript (React & Angular) | Web API | RPC | Data Pipelines | MS Azure | Docker & Containerization | Microservices | Cryptography | Machine Learning | DevOps | CI/CD

EXPERIENCE

Meta (Facebook, Instagram)   Seattle, WA
Senior Software Engineer & Team Lead, Scaled Business   2021 – Present

Senior engineer and team lead for advertiser guidance and personalization. Formerly engineering lead for scaled ads performance, and Instagram advertiser onboarding.

- Leading the engineering team tasked with designing and implementing Meta's SMB advertiser guidance service. Infrastructure built in Hack(PHP) and Python processes and caches the results of 500M asynchronous jobs daily. Ranking model assesses and scores guidance for +10M advertisers.
- Pioneering the use of new SMB personalized guidance across Meta's business surfaces actively seeking to collaborate and integrate my team's work with partner teams such as chat, marketing, sales, and in app.
- Managing a team of 4 junior and mid level engineers, responsible for team strategy, roadmapping, feedback, performance evaluations, goal setting, engineering mentorship, and career growth.
- Architected and led the implementation, piloting/experimentation, and global launch of Instagrams integration with Meta's advertiser call center program, generating 250K leads over 18 months. Project included iOS, Android releases, Thrift RPC to communicate between Instagram and Facebook servers, highly scale APIs built in Hack(PHP) and Django (Python), measurement and monitoring via Presto, Hive, and Python data backends.
- Drove identification, prioritization, design, build and launch of new Instagram call center sign up flows resulting in $80MM in revenue and a 300% increase in leads generated from inside Instagram App.
- Designed and ran MVPs testing the effect of coupons on advertiser behavior with minimal engineering work, once validated scaled the program to all SMBs resulting in a 14% increase in advertiser action and an ROI of 1.4
- Conducted 100+ software architecture and coding interviews, member of the interview design and training team for Business Engineering roles.

Software Engineer, Scaled Business   2018 – 2021

Engineer focused on personalization and advertiser onboarding for small and mid sized businesses.

- Created Instagram's first personalized marketing API, serving personal business performance data and recommendations to Instagram SMBs. Ingested data using Hive, Presto and Python data pipelines, built preprocessing and caching in Python, integrated with marketing and web infrastructure via Hack(PHP). Increasing coverage of active businesses by 45% and serving +50M businesses a year.
- Owned the growth and stability of Facebook's primary personalized marketing content API. Published documentation, and lead training with partner teams to make the infrastructure self-serve for non engineering teams. Scaled use of the API to serve 240M advertisers a year.

- Built, as part of the COVID-19 SMB Grants program, Instagram's grant application and delivery infrastructure. Processed 15k applications and delivered $75MM in relief grants to SMBs impacted by COVID-19.
- Proposed, planned, and implemented web accessible android emulators for all Meta apps for use by advertising and support agents globally. Built containerized emulator service with a React frontend. This expanded account and technical support to clients representing $200MM/Quarter and enabling marketing support to another $400MM/quarter.
- Implemented Facebook's new business onboarding experience for small businesses. Built infrastructure for identifying and rendering a user's best performing business post in marketing communications and multi step branching campaigns enabling A/B testing of different content resulting in a 3% revenue lift.
- Ran an MVP testing automatic poster and marketing material generation for businesses on Facebook hosting events. Pilot program in 5 cities and the feature was later adopted into Facebook Events.
- Organized engineering participation in in-person small business events as part of customer centricity efforts, provided engineers weekly opportunities to take and resolve support cases from SMBs in order to build client empathy.

Exadel   Boulder, CO
Software Engineer, Consultant   2015 – 2018

Software consultant with clients across diverse business sectors. Worked both as a developer embedded in client teams and project technical lead for internal and client projects. Developed web, desktop, and mobile applications.

- Implemented upgrades and extensions to major company libraries for authentication, built reusable components and wrote authentication middleware for .Net Core environments.
- Lead consultant embedded with a client team to rebuild an industry-leading radiation thermometry analysis desktop application to a .Net Core/Angular stack, enhanced reporting and data visualization tools.
- Designed and built upgrades to a major public facing web application using Angular and .Net Core for the state of Colorado's highway system, decreased application load times by 90%.
- Built UWP apps for use in austere conditions, implemented online/offline modes and device side caching of data allowing for intermittent network connectivity.

EDUCATION

Gonzaga University, School of Engineering   Spokane, WA
Bachelor of Science in Computer Science, 2014

Facebook
Machine Learning Accelerator Program, 2022