

BRANDON PERFETTI

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SUMMARY

Dynamic Product & Project Manager and Software Engineer with 10+ years experience in SAAS tech startups, blending agile leadership and technical skills to innovate and drive growth. Excels in turning challenges into opportunities, exceeding benchmarks, and leading teams to excellence.

EXPERIENCE

Technical Product Manager + Software Engineer

August 2023 - Present

- **Freelance | Remote**
 - Spearheaded client website revitalizations with cutting-edge web technologies, achieving significant performance, visual, and SEO enhancements that enhanced traffic and user engagement.
 - Developed and executed customized web solutions aligned with client business goals, fostering deep partnerships and expanding digital presence, which significantly increased customer satisfaction and business growth.
 - Managed the full lifecycle of web development projects from concept to maintenance, ensuring on-time, within-budget delivery and acting as the primary liaison to strengthen client-developer relationships.
 - Led complex website and API integration projects in an Agile/Scrum environment, enhancing system security and compliance, while effectively managing project timelines and risks using Jira.

Technical Product Manager + Software Engineer

January 2021 - July 2023

- **Lone Wolf Technologies (Acquired W+R Studios in 2021) | Remote**
 - Led the architectural overhaul of a data ingestion tool using React, TypeScript, and GraphQL, significantly improving UI/UX, and streamlined front-end team workflow with a 6-month project roadmap and Figma designs.
 - Authored comprehensive documentation for system administrators and API consumers, ensuring easy system adoption and utility maximization, while pioneering the conversion of unused data into a new revenue stream by selling mapped and normalized data.
 - Achieved an 80% reduction in data source integration time, enhancing administrative efficiency and enabling same-day discrepancy resolution, further solidifying system integrity and performance.
 - Successfully implemented SSO solutions with SAML and JWT, enhancing data security and exchange between products and MLS partners, showcasing expertise in securing critical data and optimizing user access within the real estate industry.

Technical Project Manager + Senior Data Integrations Engineer

July 2017 - December 2020

- **W+R Studios | US, CA, Huntington Beach / Remote**
 - Developed a sophisticated data ingestion and mapping tool using React, GraphQL, XState, and Styled Components, streamlining administration and integration processes while managing over 250 data feeds and ensuring seamless delivery through a robust GraphQL API.
 - Directed quality assurance and new integration onboarding, achieving perfect data alignment and minimal latency, significantly improving end-user experience through diligent management of over 10 million records.
 - Implemented Single Sign-On (SSO) solutions with SAML and JWT, enhancing security and user access across MLS partner products, demonstrating a commitment to data protection and seamless integration.
 - Led agile cross-functional teams, fostering collaboration and ensuring project alignment with stakeholder objectives and customer satisfaction, marked by effective risk management and communication strategies.

Technical Project Manager + Custom Theme Developer

July 2015 - July 2017

- **W+R Studios | US, CA, Huntington Beach / Remote**
 - Cultivated strategic partnerships with designers and marketers, employing HTML, CSS, and JavaScript to craft custom real estate reports, enhancing personalization with region-specific content for increased engagement.
 - Directed the end-to-end lifecycle of theme development projects, ensuring exceptional service and seamless execution from concept to deployment, while strictly adhering to deadlines and budget constraints.
 - Innovated in theme development to significantly boost user engagement and retention, by integrating tailored content and designs, directly contributing to heightened customer satisfaction and loyalty.
 - Enhanced platform security and user experience by implementing robust Single Sign-On (SSO) protocols, including SAML and JWT, ensuring secure, seamless access across broker websites and products.

EDUCATION

B.A. English

Minor in Philosophy

- **University of California Riverside**
US, CA, Riverside • 2010

H.S. Diploma

- **Canyon High School**
Anaheim, CA • 2006

CERTIFICATIONS

Agile Project Management Professional

2024

- **Atlassian**
 - Agile Methodologies
 - Agile Project Management
 - Jira

Business Analysis Professional

2024

- **Microsoft**
 - Business Analysis
 - Project Management
 - Requirements Gathering

Data Analysis Professional

2024

- **Microsoft**
 - Business Intelligence
 - Data Analytics

DevOps Professional

2024

- **PagerDuty**
 - Continuous Integration and Continuous Delivery (CI/CD)
 - DevOps
 - Infrastructure as code (IaC)

IT Leadership Professional

2024

- **ServiceNow**
 - IT Architectures
 - IT Project & Program Management
 - IT Strategic Planning

Product Management Professional

2024

- **Aha!**
 - Customer Development
 - Product Roadmapping
 - Product Strategy

SKILLS

- **Agile Methodologies Mastery:** Proficient in Agile, Scrum, Kanban, XP, and Waterfall frameworks, with extensive experience using Aha!, GitHub, and JIRA/Confluence for effective project tracking, roadmap development, and stakeholder communication.
- **Analytical Thinking & Problem Resolution:** Excels in solving complex issues with strategic solutions, driving project and product success.
- **Advanced Communication & Documentation:** Crafts clear documentation and presentations for all stakeholders. Renowned for exceptional written and verbal skills.
- **Data Analysis & Business Intelligence:** Utilizes Excel, PowerBI, Tableau, SQL for data analysis, translating insights into strategic actions.
- **Innovation in Technology & Business Strategy:** Forward-thinker in technology for growth and customer satisfaction, aligning solutions with business goals.
- **Leadership in Collaborative Environments:** Manages cross-functional teams to success, fostering collaboration and continuous improvement.
- **Technical Proficiency for Product Innovation:** Possesses a deep understanding of full-stack web development (including HTML5, CSS3, JavaScript, Node.js, React, TypeScript, SQL, GraphQL, Headless UI, Tailwind CSS, and Figma). Leverages technical expertise to guide product development, ensuring products meet market needs and technological trends.