

# JAMES HOLLADAY

Developer, Engineer, Architect

## SUMMARY

Results-driven software developer and systems engineer

Versatile: full-stack depth, end-to-end breadth

Efficient, quick prototyping

**15+ years** industry experience

Security-first mindset

Succeed through automation

Simplify

## SKILLS

### **APIs:**

C#, .NET Core, VS Code, JSON

### **Web:**

C#, HTML5, CSS3, JS, PHP, SVG

### **Databases & Validation:**

Snowflake, SQL, SSMS, Oracle  
SQL Developer, MySQL, S3,  
REGEX

### **CMS & Leads:**

Sitecore, Salesforce, Marketing  
Cloud, Marketo, MojoPortal,  
Wordpress; SOQL, Apex

### **Billing Systems:**

CPQ, Zuora, Salesforce Billing

### **Office:**

Intranet / HRIS, Google Suite  
(incl. code), Slack (incl. apps)

### **IoT / Embedded:**

C, C++, AVR Studio

### **Administration:**

VMWare, Server, Active Directory

### **Integrations**

### **Automation & Reporting**

## PROFESSIONAL EXPERIENCE

### **DAT Freight & Analytics**

Formerly DAT Solutions, formerly Transcore

Four Roles

2021 – 2023

(Remote)

#### **Product Development Engineer, Testing & Automation**

Architected a set of libraries to interface with commonly used systems and tools

- *Reduced common asks from hours to minutes*

Automated QA data-creation and test-prep, reducing manual, repetitive tasks

- *Reduced time needed to prepare data for tests*

Developed a set of scheduled jobs to resolve (or alert) on common data issues via APIs, continuous, hourly, daily, monthly jobs

- *Saved dozens of hours per week*
- *Faster incident response*

2017 – 2021

(Remote)

(Beaverton, OR)

#### **Product Development Engineer III**

Built out a server, website, API endpoints, back-end services, and database to handle lead-intake and new-service provisioning

- *Increased security and PCI-DSS compliance*
- *Improved up-time, and ability to queue work if needed*

Revamped the company Intranet from the ground up, and created many new tools / functions:

- *Building-map tool showing employee location & info*
- *Searchable Org Chart, Phone Lists, Employee Directory*
- *Automated Check-In and Check-Out forms, processes*
- *Tools, Surveys, Reports for HR*

Created a Visualization tool showing how customers use company products

- *Reps could up-sell or promote unused features easier*

2015 – 2017

(Beaverton, OR)

#### **Application Developer III**

Built the company's first mobile marketing sites

- *Mobile traffic grew quickly, passing 50% in analytics*

Rebuilt the marketing websites on newer

technologies (HTML5, CSS3); Introduced SVGs

- *Clean, organized code structure*
- *New marketing capabilities, new animated SVG style*

Created new, organized CMS templates which were shared across four websites

- *New pages created + approved in hours, not days*
- *Dynamic-content options and new page features*

2012 – 2015

(Beaverton, OR)

#### **Application Developer II**

Time split between marketing and engineering

Automated manual tasks for both teams

- *Modernized processes and saved time*

## **CERTIFICATIONS AND**

### **LICENSES**

- Sitecore .NET CMS Developer
- C# Best Practices for Devs.
- Salesforce: Custom Reports
- Salesforce: Dashboards
- CSS: Selectors

## **OUTSIDE OF WORK**

**Developed** a C Software-UART library for AVR microcontrollers, (both Receiver and Transmitter)

Resulting in being able to use simpler and cheaper hardware, which can now send real data between devices

**Reverse-Engineered** the transmission control module on a prior vehicle. Created a pin-compatible, signal-compatible, drop-in replacement

Resulting in both improved mileage and faster acceleration

**Architected** a module for a current vehicle - hardware and software - that ties into sensors across domains, and aggregates their state

Resulting in new features:

- Added lighting features
- Added power window features
- Automatic heated seats
- Automatic headlights
- Data logging capabilities
- ...and more!

## **CONTACT INFO**

James Holladay

Harrison, ID

jamesh @ (this website domain)

(Phone, Address not included in this public web version)

## **PROFESSIONAL EXPERIENCE (CONTINUED)**

### **Oregon State University**

*Two Roles*

2009 – 2012  
(Remote)

#### **Website Developer & Administrator**

*Northwest Willamette Resource and Extension Center*

Built a data-collection and heat-map visualization tool to show pest infestations across Oregon

- *Helped growers know which pests were of concern*

Maintained the extension-center website

- *CMS, code, styling, user administration*

2008– 2009  
(Corvallis, OR)

#### **Teaching Assistant, Web Developer**

*School of Electrical Engineering and Computer Science*

Answered student code questions, graded work

- *Gave useful feedback and ideas*

Maintained course websites CS195, CS295

- *CMS, code, styling, user administration*

## **EDUCATION**

2012

#### **Masters of Science, Computer Science**

*Portland State University*

Dual-Focus on Databases & Security

2009

#### **Bachelors of Science, Business Administration**

*Oregon State University*

Dual-Focus on Marketing & Entrepreneurship

## **ADDITIONAL ACHIEVEMENTS**

*Aided and supported the following efforts:*

- Data-migrations (several times)
- Siebel to Salesforce migration
- In-House system upgrades
- Oracle Database Appliance work
- Disaster Recovery Efforts
- Physical-Office Move
- Product re-pricing (several times)
- Marketo to SFMC migration
- Oracle to Snowflake migrations
- Sitecore to ProcessWire migration
- BlogEngine.NET to ProcessWire
- VM / Server Upgrades and Rebuilds

## **REFERENCES**

### **AVAILABLE UPON REQUEST**

*(References not included in this public web version)*