

# Ivan Karabadzhak - Senior Software Engineer



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## WORK EXPERIENCE

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### Equals5

Jun. 2022 – Present

*Lead Software Engineer | Jan, 2023 - Present*

*Remote, US*

EQ5 provides data-driven marketing solutions for pharmaceutical companies in the US, specializing in Health Care Professionals (HCP) targeting and campaign optimization across platforms like Meta, LinkedIn, and Reddit.

- Manage the company's core data strategies, including maintaining and scaling a data graph of over **5 million HCPs**.
- Developed and implemented audience preparation systems, achieving **50%-100% match rates** for campaign targeting.
- Lead R&D initiatives in data collection, filtration, and process automation, collaborating closely with C-level executives.
- Delivered critical automation tools that supported marketing campaigns for brands such as **J&J, Amgen and Merck**, enhancing their performance and reach.
- Ensure timely and accurate delivery of data reports, maintaining **100% on-time delivery** for client campaigns.

*Data Engineer | Jun. 2022 - Dec. 2023*

- Designed and automated workflows for marketing and operational processes using **Python, BigQuery, and Google Cloud Services**.
- Built and optimized pipelines for data enrichment and storage, significantly reduced processing time.
- Managed and trained the Data Entry team, implementing automation tools to improve efficiency and accuracy.
- Played a key role in configuring and managing the company's data infrastructure, including **Google Cloud Storage, Dataproc, and ClickHouse**.

### Beetroot

Jun. 2016 – Jul. 2022

*Senior Software Engineer*

*Odessa, Ukraine*

- Estimated project timelines and resolved architectural challenges, including legacy systems.
- Led developers, contributed code in multiple languages, and maintained infrastructure.
- **Tech Stack:** JavaScript, Angular, PHP, Yii, Laravel, Docker.

### Beetroot Academy

Dec. 2016 – Feb. 2019

*Teacher (Back-End Development)*

*Odessa, Ukraine*

- Delivered a structured PHP backend development curriculum, combining theory and practical coding exercises.
- Mentored students, guided them through projects, and provided actionable feedback to improve their skills.

### StockLimits

May 2018 – Jul. 2020

*Senior Software Engineer*

*Remote, US*

- Developed a SaaS platform from the ground up, ensuring its long-term reliability and scalability. It still works and generates revenue in 2024 almost without maintenance.
- Operated as the primary developer, occasionally delegating to freelancers.
- **Tech Stack:** JavaScript, NodeJS, PHP, Automation Tools.

!!! There is more experience, but it would fit a one-page CV. I kept only the most relevant job positions.

## EDUCATION

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### Odessa State Academy of Refrigeration

May, 2013

*BS, Computer Science*

*Odessa, Ukraine*

- In 2009, at the beginning of my studies, I was hired as a system administrator at the academy, leveraging my experience in Linux systems, remote desktop management, computer hardware repairs, and programming. Starting in 2010, I expanded my expertise by working as a freelance developer, which improved my academic learning and deepened my practical skills.

## SKILLS & INTERESTS

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- **Skills:** Proficient in Python, SQL, and automation, with experience in cloud platforms (AWS, GCP), Docker, and databases like BigQuery, ClickHouse and PostgreSQL.
- **Interests:** technology, AI, programming, personal growth, time management, fitness, and traveling.