Clark Rasmussen

Senior/Staff Software Engineer

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Results-driven Senior Software Engineer with 20+ years of experience in developing robust, scalable software solutions, optimizing system performance, and enhancing user experience across diverse technology environments. Proven track record of successfully integrating new features, troubleshooting critical issues, and leading strategic projects that improve customer satisfaction and drive business growth. Adept at mentoring junior developers and fostering collaborative team environments, with a commitment to continuous improvement and innovation. Strong background in technical leadership, aligning software development with business objectives, and ensuring high-quality, efficient, and secure software delivery.

Core Competencies

Software Development Life Cycle (SDLC), Project Management, Full-Stack Development, Object-Oriented Programming (OOP), API Development & Integration, Continuous Integration/Continuous Deployment (CI/CD), Agile Methodologies, Performance Optimization, Code Review & Quality Assurance, Technical Leadership, Team Collaboration, Troubleshooting & Debugging

Professional Experience

SENIOR SOFTWARE ENGINEER ▪ Intuit Mailchimp   **July 2022 - September 2024**

- Resolved critical data-fetching issue in Mailchimp's RSS Campaign feature, preventing customer churn and securing new one year contract by modifying code to bypass caching and fetch correct data
- Enabled successful launch of Mailchimp's SMS feature by developing channel-based filtering for Pre-Built Journeys, allowing customers to view relevant journeys based on their access and improving user satisfaction
- Spearheaded creation of new "Pre-Built Journey" automations using internal builder tool, enhancing automation capabilities and driving user engagement
- Upgraded internal PBJ builder tool to include journey grouping, icon assignment, and convergence paths/SMS campaigns, leading to streamlined workflow and improved user experience for SMS and multi-channel communication
- Implemented feature to replicate email campaigns from multi-campaign calendar, enabling users to manage campaigns efficiently, thereby increasing productivity and campaign turnaround
- Conducted comprehensive analysis of performance issues with Campaign Manager, leading to optimized system performance and smoother user experience
- Built extensive test suite for "email-less contacts," significantly improving code reliability and reducing bugs in production
- Provided mentorship to junior developers, explaining historical development methodologies, which enhanced their understanding and integration into team; participated in recruitment process by conducting developer interviews, ensuring high-quality hires aligned with team and company goals

LEAD SOFTWARE ENGINEER ▪ Ascend Learning / MedHub   **March 2016 - July 2022**

- Integrated multi-factor authentication across company, successfully delivering custom solution on tight deadline, which facilitated signing of three-year contract with new client institution
- Engineered enterprise-level systems in PHP, supporting critical business functions and ensuring reliable and scalable solutions for client institutions
- Executed style refresh across product, resulting in modernized user interface that improved usability and user satisfaction
- Developed interfaces to import scheduling data from third-party services like Momentum and QGenda, enabling seamless integration, enhancing client scheduling capabilities, contributing to promotion from Senior to Lead Software Engineer
- Introduced code review processes, leading to improved code quality, knowledge sharing, and collaboration; wrote custom scripts for importing client data from various sources, automating data migration processes and reducing manual effort
- Utilized Slack and Trello APIs to build tools that simplified Scrum-related processes, increasing team efficiency and streamlining project management
- Swiftly resolved developer support tickets, employing astute problem-solving skills to improve customer satisfaction
- Conducted developer interviews to assess technical skills and cultural fit, establishing skilled and cohesive team

SOFTWARE DEVELOPER ▪ Liquid Web   May 2015 - March 2016

- Created customer-facing interface in Liquid Web dashboard for managing CloudFlare data via API, expanding service offerings and providing customers with greater control over their DNS settings
- Developed and maintained back-office systems in Perl, ensuring accurate processing of customer data and reliable system performance; rewrote asset calculation tool, improving financial accuracy and reducing billing errors
- Enhanced internal communication by updating systems to allow better coordination between sales, customer service, and provisioning teams, improving service delivery and customer satisfaction

SOFTWARE ENGINEER ▪ TechSmith   July 2006 - April 2015

- Administered real-time webhook for EU storefront migration to Digital River, enabling seamless sales reporting and supporting expansion into European markets
- Maintained and updated legacy back-office systems in Classic ASP and VB6, ensuring continued support for critical business operations while preparing for modernization
- Oversaw efforts to migrate legacy systems to modern C# codebase, enhancing system functionality and maintainability
- Implemented back-end systems for new ecommerce gateway, which streamlined sales processes and supported revenue growth, and led project team to apply these improvements to existing systems
- Facilitated integration of Apache-based servers into corporate network, expanding infrastructure capabilities and improving system reliability
- Standardized Google Analytics implementation across multiple domains, providing consistent and accurate data for marketing and decision-making
- Authored PHP scripts to automate Trello board management, reducing manual effort and increasing team productivity
- Guided and coached web production analysts, fostering skill development and enhancing team performance

OWNER/WEB DEVELOPER ▪ O6 Web Services   January 2006 - January 2015

- Conducted client needs assessments and developed custom solutions using LAMP (PHP) stack, delivering tailored content management systems and ecommerce solutions that met specific client requirements
- Evaluated and recommended third-party software solutions, ensuring cost-effective and efficient outcomes for all clients
- Provided client training and ongoing support, enhancing client self-sufficiency and satisfaction, and ensuring successful adoption of delivered products

Additional Experience

LEAD WEB DEVELOPER ▪ Michigan State University Division of University Relations

- Developed and maintained both back-end and front-end code for various projects, as well as led client training sessions on third-party software and custom-built solutions
- Promoted to Lead Developer, where responsibilities expanded to include proactive needs assessment, translating technical requirements into tangible solutions, and mentoring junior team members, including intern developer

Technical Skills

Programming Languages & Paradigms: PHP, ASP, C#, VB6, Perl, OOP, MVC, TDD

Databases: MySQL/MariaDB, MSSQL, PostgreSQL

Web & Front-End Technologies: X/HTML, CSS, JavaScript, jQuery, XML

Development Tools & IDEs: PHPStorm/IntelliJ, DataGrip, MySQL Workbench, Visual Studio, TFS, Git, Docker

Design & Multimedia Tools: Adobe Photoshop, Adobe Illustrator, Adobe Premiere

Tech Stacks & Frameworks: LAMP (PHP/Perl), WISA (.NET & Classic ASP)

Cloud & Hosting Services: Amazon Web Services

Education

Bachelor of Arts in Telecommunication, Information Studies and Media, Michigan State University

- Specialization in Digital Media Art and Technology

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