

BROCK OVERCASH

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OBJECTIVE

Software engineer with a strong business background pursuing a team that focuses on combining new technologies with innovative prototypes and strong data analysis to solve multifaceted user problems.

EXPERIENCE

FACEBOOK

Menlo Park, California

Senior Software Engineer (Tech Lead) – Messenger Surface Ads

January 2020 – Present

- Lead roadmap planning for the CTM in Inbox key initiative for Inbox Ads with a projected 25% impact to topline metrics
- Managed engineering execution plan for a team of 10 engineers working across Inbox Ads, Story Ads, Sponsored Messages
- Identified and implemented logging to fix holes in understanding and metrics; tightened error bounds from $\pm 20\%$ to $\pm 5\%$
- Drove org wide E2E test case creation and modernization of >50 test cases coordinating with QA and release engineering

Software Engineer (Android) – Messenger Inbox Ads

September 2017 – January 2020

- Owner of In-App-Browser module on Messenger - drove improvements in TTI (-30%), bounce (-15%), and crashes (-84%)
- Implemented video ads for Messenger and migrated the video component to a new UI framework (Litho)
- Separated the ads fetch from other inbox data fetches improving query latency by 40%
- Improved the impression tracking system, reducing mismatch by 37% and frame drops by 8%
- Conducted data analysis in internal tools and Python notebooks to inform roadmap planning and product launch decisions
- Organized Messenger Business Android Tech Talks meeting to share technical knowledge and best practices
- Managed summer intern; recruited and ramped up two new Android developers onto the team. Interview trained.
- Serving as team POC for native ads project to coordinate experiment setup, targeting, calibration, and results analysis
- Lead Messenger Monetization planning and execution for a rewrite of the Messenger Android app functionality

AD REFORM

Atlanta, Georgia

Contract Software Developer

May – August 2017

A software company focused on addressing the problems that advertisers and ad agencies encounter daily, specifically centered around ad quality.

- Built an API platform and front end for connecting with DoubleClick for Publishers
- Facilitated company expansion into automating user flows within DFP

CHICK-FIL-A

Atlanta, Georgia

Information Technology Intern – Cloud Architecture

May – July 2016

- Researched and prototyped IoT gateway hardware and architecture for managed deployments and updates
- Implemented application performance management tools for analyzing a growing number of microservice deployments

GOOGLE

Seattle, Washington

Software Engineering Intern – DoubleClick Search

May – August 2015

- Created same day validation for new DS feature with <1% error rate by extending internal data validation pipelines
- Improved internal validation dashboard filtering capabilities to support regex searching and segmenting of validation issues

RIGOR

Atlanta, Georgia

Software Engineering Intern

August 2014 – March 2015

A software company focused on creating solutions for performance analytics monitoring, competition benchmarking, content monitoring and more.

- Generated an average of 8 leads per day by creating a website benchmarking tool, Website Speed Ranker, in Rigor Labs
- Reduced API error count by 33% and modernized the styling and infrastructure of Rigor Labs tools to increase reliability

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, College of Computing

Atlanta, Georgia

Bachelor of Science in Computer Science with Highest Honors

May 2017

- Minor in Computing and Business through the Denning Technology & Management Program

GPA: 3.91

SKILLS / PROJECTS

- Languages: Java, Android, Ruby on Rails, Python, JavaScript, HTML, CSS
- Personal websites: brockovercash.com, brockandshelby.com
- Local NFC emulation on RaspberryPi, light switch automation using 433mhz transmitter
- Automated Craigslist scraping with push notifications to phone
- Currently exploring Flutter for a simple todo app