Brendan DeBeasi

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SUMMARY

Hands-on DevOps Engineer with a track record of infrastructure cost reductions and revenue-generating projects.

EXPERIENCE

Dev.xyz | *VP Technology* | *2014 – 2024*

Held senior developer, architect, engineering manager and VP roles. Most recently worked as infrastructure operator and individual contributor. Major projects listed below; all are still operational as of 1/1/25.

2024: Reduced cloud spending 59% YoY from $565K to $235K through a mix of AWS optimizations and on-prem server deployment for noncritical operations. Ordered, installed and configured SuperMicro servers. Extensively documented all aspects of stack, network and security considerations. Collaborated to standardize best practices and naming conventions. Performed training on self-service operations.

2023: Reduced cloud spending by 25% YoY from $750K to $565K through a mix of AWS optimizations and application architecture changes. Created a proprietary, cross-channel marketing automation system bringing MRR of $30K. Integrated with carriers, ESPs and SIM gateways. Monitored reputation feedback loops / KPIs.

2022: Reduced abusive domain reports from 15% to 3% by creating a cybercrime mitigation solution. Monitored millions of domains across 32 TLDs for abusive behavior. Identified bad actors using RBLs, IP/ASN reputation lists, DNS / WHOIS records. Processed 500M zone files daily from managed TLDs and com/net/org.

2021: Automated purchasing of $24M/yr of domain names by creating a research and bidding system. Utilized public and private APIs to assist in the valuation of domains. Automated bid placement using official APIs and Selenium browser automation when APIs were unavailable. Developed aggressive bidding behaviors to increase win rate.

2014-2020: Monetized 10K RPS of HTTP(s) traffic from *.com.com and 100K additional domains. Utilized device fingerprinting and GeoIP databases. Conducted real-time auctions of traffic. Maintained lead generation system. Integrated banking APIs. Improved performance. Secured consumer information using encryption and hashing.

NFL | *Sr Full Stack Developer* | *2012 – 2014*

Joined "club site" team maintaining HP TeamSite CMS for franchise websites.

Promoted to R&D division "Alpha Team" working on a new social media platform. Implemented pub/sub websocket interface for native mobile notifications.

Cyber2Media | *Sr Full Stack Developer* | *2009 – 2012*

Architected system powering $20M in MRR by monetizing leads for consumer financial products. Hired as first engineer. Worked between affiliates and lenders using a real-time "ping tree" model. Supported CPA/CPM/CPF/RevShare payouts. Developed reporting dashboards, configuration tools and payout systems.

Neueway Creations | *Founder* | *2005 – Present*

Currently focused on infrastructure cost optimization for small and medium-sized businesses. Provided web application and infrastructure engineering services.

TECHNOLOGY

Track record of picking up new stacks quickly. Areas of strength listed below.

AWS: Advanced knowledge of configuring/operating/cost-optimizing AWS services (EC2/ECS/RDS/Elasticache/ELB/SQS/Batch/ECR/S3/KMS/SES/CloudWatch). Designed VPCs, setup peering and transit gateways. Created algorithm for autoscaling sensitive applications. Developed cross-account / cross-region cost analysis solution. Purchased Reserved Instances and Compute Savings Plans.

Proxmox: Operated "Hyper-converged" Proxmox Cluster. Negotiated DC contracts. Ordered and installed SuperMicro servers. Configured network/VLANs/Subnets, used LC-LC SMF / SFP28 and configured Firewall/Port Forwarding. Implemented Active/Standby and Redundancy for HA. Developed system to migrate EC2 instances directly into Proxmox. Used Proxmox Backup Server to store snapshots onsite / offsite. Some LXC experience as well as Portainer and Docker.

Ubuntu / Debian: Expert-level experience running, optimizing and configuring physical and virtual servers in production environments. High-traffic optimization techniques (TCP Connection Limits / Max FS Pointers / TCP vs Socket usage). Worked with Ubuntu from versions 10 to 24.

Storage: AWS EBS/S3 for general storage and EFS for shared storage. On-prem used ZFS data integrity. Managed production CEPH cluster using SSD/NVME/HDD OSDs. Set up RADOS gateway with S3-compliant endpoints. On-prem used NFS and SSHFS for shared storage.

Automation / CI / Monitoring: Selenium, Ansible, Bash, Jenkins, Pipelines, AWS Batch, NewRelic, Sentry, VictorOps, CloudWatch, Graylog and good ol' cron.

Databases: Advanced MySQL 8.x query and architecture knowledge. Operated ElastiCache clusters with some query knowledge. Moderate MongoDB knowledge.

Languages: Expert knowledge of modern PHP 8.x, engineering best practices/design patterns. Laravel/Zend expert. Architected and maintained large version-controlled codebases. PHP-FPM scaling and optimization. Comfortable with Python and Node. Frontend stack knowledge, but backend preferred. EN / ES.

Load Balancing: Used NLB/ALB in AWS. HAProxy as a reverse proxy / LB for high-traffic applications. Marginally used Nginx as a reverse proxy, extensively used as a web server.

Cache: Redis and Memcached using KV Stores, Sets, Hashes and Lists.

Queues: SQS on AWS, RabbitMQ on-prem. Laravel's DB and Redis Pub/Sub queues. FIFO, Dead Letter queues. Supervisor and PM2 for queue consumption/workers.