

# Alex Osborne

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## EXPERIENCE

### **Sock Club, Software Engineer**

2021

- Built a scalable lead generation API that creates over 4,000 leads and returns 15x cost monthly
- Implemented Oauth and A/B testing which increased customer intake conversion by 35% and customer retention by 15%
- Assisted in combining two code bases of 250,000 LOC improving our production metrics by 20% while reducing developer overhead

### **Turing School of Software Design, Backend Engineering**

2020-2021

- 1500+ hours into a fast paced, project focused curriculum with an emphasis on real world deliverables
- 1-2 week sprints in solo, paired, and group settings ranging from code breaking to building full stack web applications
- Student leadership committee, lead retros and facilitated spikes

### **UnCanny Wellness, Technical Founder & CFO**

2018-2020

- Grew a digitally native CBD brand using Klaviyo and proprietary AI system(Abu) to grow from \$1,500 to \$35,000 a month
- Built a direct to consumer ecosystem and subscription plan using Shopify, generated \$15,000+ of monthly revenue
- Used Shipbob and contract packagers to build a fulfillment machine that saved \$1,000,000+ of capital expense

### **The Crop Guy LLC, Founder**

2013-2018

- Redesigned cropping systems to reduce erosion, emissions and environmental output while increasing profitability. Average increase in per acre revenue was over 20%
- Built a \$2,500,000+ sale book from scratch covering over 45,000 acres of ground across 5 states
- Successfully exited business without taking outside capital

## OPEN SOURCE

### **Backcountry Buddy *Never Ski Alone***

<https://backcountry-buddy.netlify.app> | <https://github.com/Back-Country-Buddy/Rest-API>

- Created an offline compatible application that digitizes the AIARE checklist and planning booklet resulting in a more intuitive way to plan, record, and debrief backcountry ski trips
- This application will roll out to 35,000 users this winter and be used in AIARE 1 & 2 classes
- Tech: Rails, React, Progressive Web App, Oauth, PostgreSQL, Travis(CI), Rspec, Heroku, JSONAPI

## TECHNICAL SKILLS

Ruby, Rails, Sinatra, PostgreSQL, SQL, Sidekiq, Redis, RestAPI, GraphQL, Rspec, Capybara, Minitest, Docker, Deployment, CI, OOP, TDD, MVC

## EDUCATION

**University of Iowa**, Class of 2011  
Bachelor of Business Administration in Finance  
Minor in Chinese

**East China Normal University**, *Shanghai* 2009-10  
Intensive Chinese language immersion