Marvin Guerra

ENGINEERING LEADER

Experienced engineering leader with a background leading organization-wide efforts, Growth and Payments teams, promoting DEI practices, and cultivating a strong collaborative team culture.

CONTACT

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EDUCATION

Master of Engineering
Electrical Engineering
Massachusetts Institute of Technology

Bachelor of Science
Electrical Eng. & Computer Science
Massachusetts Institute of Technology

REFERENCES

Rob Post
Quibi
Chief Technology Officer
T: 517 410 7342
E: RobPost@gmail.com

Tom Conrad
Quibi
Chief Product Officer
T: 415 640 6309
E: TomConrad@gmail.com

WORK EXPERIENCE

Senior Engineering Manager, Growth – Acquisition & Activation
Webflow / September 2021 - Present / Los Angeles

- Improved Engineering wide interview process and refreshed rubrics and training for interviewers
- Grew the Growth Pillar from 3 to 12 engineers. Recruited actively. Managed all 12 engineers and worked with 4 PMs across Acquisition, Activation and Monetization
- Organized Growth Pillar into focused teams and transitioned to managing the Acquisition and Activation funnels
- Implemented an Incident Response Process for the Engineering organization (previously one did not exist). This included new training and management of on-call schedules across engineering
- Wrote a slack bot to improve management of Incident Responses based on lessons learned from first cohort or on-call engineers
- Owned third-party renewal processed for various data analytics tools
- Improved Knowledge Management by centralizing docs and creating templates for future experiments, tech specs and test strategy documents
- Managed Roadmap of experiments to hit our Growth OKRs

Engineering Manager, Events and Communications
Fast.co / December 2020 - September 2021 / Los Angeles

- Established new team and grew it to 3 engineers and continuing to recruit
- Delivered events service to gain visibility of the user flow/funnel across the entire stack. Worked with the Data teams and Product teams to create requirements, expectations and KPIs
- Worked with all BE teams sending emails to deprecate the duplicated code and migrate to a centralized Communications Service. New service introduced best practices for monitoring and alerting
- Worked with the Infrastructure team to standardize monitoring dashboards for all Backend lanes to reduce latency in incident alerts
- Utilized the new Events Service infrastructure to move more inter service communication to an async subscription format. This change introduced more reliable retries as well as increased monitoring to our flow
- Gathered requirements and created a roadmap to tackle latency issues between Frontend and Backend. Proof-of-concept achieved decrease in latency of up to 800ms

Engineering Manager, Commerce
Quibi / April 2019 - November 2020 / Los Angeles

- Designed and developed architecture for subscription processing services that supported more than 5 Million sign ups/free trials over a span of 6 months
- Established Commerce Engineering team and recruited all 3 engineers to Quibi
- Managed T-Mobile engineering relationship by accelerating development and delivering commerce APIs to remove blockers for T-Mobile's engineering team leading to completion 1 month ahead of schedule resulting in delivery of experience at Quibi launch. Partnership was responsible for ~10% of all Quibi subscriptions
- Responsible for services supporting subscription billing systems. Laid out an on-call schedule and enabled an incident response process

- Worked with leadership to outline requirements, necessary resources, and timelines for projects
- Delivered Customer Support portal to manage ~300 calls/day into our help center by providing tools to investigate subscription issues and address customer concerns

Staff Software Engineer/Tech Lead, Payments

GoFundMe / March 2018 - March 2019 / Los Angeles

- Revamped payments processing services to deliver a unified experience across GoFundMe products reducing redundancy by a factor of two and decoupling from payment provider to facilitate transition to use other providers
- Delivered Charity Search service that reduced search time 20x (3s to <150ms), decoupled search from an external provider, and added full-text search
- Responsible for onboarding engineers and mentoring as they ramped up their contributions to the payments systems
- Delivered revamped infrastructure cookbooks (terraform + ansible) and simplified continuous delivery for payments services

Staff Software Engineer/Tech Lead, Developer APIs

HYP3R / April 2016 - March 2018 / San Francisco

- Managed data integrations with partners to enrich on-location social media posts with information such as hotel loyalty or season ticket holder statuses leading to a 200% increase in engagement
- Developed customer-facing API for developer access to venue data furthering adaptation of our visitor delightfulness index by our hotel and stadium customers
- Improved query times 10x (2s to < 200 ms) by delivering revamped search and data aggregation services

Senior Software Engineer, API Services

Revinate / February 2013 - April 2016 / San Francisco

- Designed and delivered surveys product
- Delivered partner developer API for access to hotel reviews and aggregated analytics
- Delivered hardware connector to link hotel's reservations to Revinate's data analytics platform