Timothy Van Cauwenberge

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WORK EXPERIENCE

ROI NJ   **Jan. 2022 – Present**
Lead Software Engineer / Web Developer   *Remote*

- Redesigned Influencer Edition articles, increasing pageviews by 84% and unique views by 86%.
- Developed and maintained large-scale projects (WordPress theme, donation system, ROI Catalog), improving UX.
- Automated ad report creation for Mailchimp newsletters by developing a Python script using the Mailchimp API, replacing a fully manual process.
- Revamped the Influencer List system with individual posts per influencer, boosting pageviews, shares, and ads.
- Built a Python script for automated list extraction from Word docs to Excel, streamlining WordPress imports.
- Optimized SEO & site performance, increasing pageviews by 42% YoY (~1M additional views).
- Expanded revenue streams through ad placements, donations, and partnerships (Taboola, Google AdSense).
- Led strategic development, collaborating with leadership on content strategy and long-term platform growth.
- Collaborated with the design team in an Agile workflow using Trello, ensuring seamless integration between UI/UX and development while leading the custom WordPress theme development.

Hire NJ   **Jan. 2024 – Present**
Full Stack Developer (Lead)   *Remote*

- Designed and developed a self-serve NJ job board, handling full-stack development (HTML, CSS, JS, PHP).
- Built job posting, search, and applicant management features for a seamless experience.
- Optimized UI/UX for mobile responsiveness across all devices.
- Integrated a mailing list system to grow platform engagement.
- Platform is fully developed and awaiting deployment.

PROJECTS

Artalyze   **2024 – Present**
Founder & Full-Stack Engineer

- Developed an AI vs. Human art game using React, Node.js, MongoDB, and AWS.
- Designed custom game logic for tracking player progress, stats, leaderboards, and historical performance.
- Built OTP-based authentication with AWS SES, ensuring secure login and persistent sessions.
- Developed an admin dashboard for uploading and managing AI vs. human image pairs.
- Implemented MongoDB aggregation pipelines for automated game data processing, optimizing user stats.
- Optimized backend performance with indexing strategies, efficient database queries, and API rate-limiting.
- Integrated Cloudinary for optimized image storage and automated asset delivery.
- Developed and maintained a CI/CD workflow, testing new features in staging before production.
- Deployed frontend on Vercel and backend on Railway, ensuring scalable, cost-effective deployment.
- Designed and validated game logic using unit tests to ensure accurate AI vs. human selection tracking.
- Launched beta version, gathering user feedback for continuous improvements.

EDUCATION

Monmouth University (May 2020) – B.S. in Computer Science, Minor: Physics
Kappa Sigma Cofounder, D1 Track & Field Athlete

CERTIFICATIONS, SKILLS & INTERESTS

- **Full-Stack Development:** JavaScript, Node.js, Python, PHP, React, Express.js, MongoDB, REST APIs
- **Backend & Infrastructure**: AWS (SES, S3, Lambda), Docker, CI/CD (GitHub Actions, Railway, Vercel), WordPress
- **Frontend & Performance:** React, HTML, CSS, WordPress, SEO, Site Speed Optimization
- **Tools & Methodologies:** Git (GitHub, GitLab), Cloudinary, Trello, Agile (Sprints, CI/CD, Staging Pipelines)
- **Interests:** Sports & Fitness | Skiing | Video Games | Traveling | Generative AI & ML | Music