

# Mark Zarutin

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## PROFESSIONAL EXPERIENCE

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### CEO/Founding Engineer

New York City

*BrightBound.AI*

January 2024 – Present

- Developed a B2B Generative AI-driven lead generation platform, leveraging advanced ML techniques to autonomously discover, and personalize lead data, resulting in 3 paying clients within the first month.
- Built and productized Gen AI models to analyze user behavior, generate personalized email content, and optimize targeting, autonomously improving response rates by 35% and positive response rates by 160%.
- Implemented robust orchestration pipelines for machine learning systems using Django, Celery, and LangChain, ensuring high performance and reliability while handling tens of thousands of emails daily.
- Designed the company infrastructure, researching emerging tech and state-of-the-art deep learning models to handle over 10,000 emails daily with 98% deliverability, combining technical and business expertise.
- Implemented a data-driven optimization framework to refine email campaigns on a schedule, optimized for a diverse set of KPIs without any manual effort.
- Reduced operational costs by 85% compared to a cold email agency through automation pipelines and efficient resource allocation, maintaining lead acquisition costs below \$0.01 per lead.
- Integrated rigorous software engineering best practices, maintaining 80% code coverage and employing load testing, unit testing, and integration testing to ensure high quality of code base.
- Handled all sales and customer support ensuring timely resolution and maximizing conversion rates.

### BackEnd Developer

Remote

*Veoride*

July 2022 – January 2024

- Improved CI/CD steps and led the unit and integration test suites using jUnit and Docker, resulting in a 50% reduction in production bugs and increasing code coverage by over 300% within agile development
- Restructured geo-fencing to cut down fence complexity by 48% while standardizing and improving UI/UX
- Developed a novel debugging pipeline, uncovering and fixing a critical byteArray issue undetected by senior engineers, leading to a 13% reduction in AWS costs and optimized Kubernetes pod utilization.
- Overhauled Stripe usage to support more charging options, lowering payment-related complaints by 10%

### Data Engineer and Back End Developer

Remote

*ShopTaki*

September 2021 – January 2022

- Created a user-guided preprocessing agent utilizing SciKit, resulting in increased autonomy and efficiency
- Implemented a visualization agent that auto-generated a variety of relevant graphs based on data patterns seen through PyTorch that improved visibility and comprehension and deployed it on an EC2 instance

## PROJECTS AND TECHNICAL EXPERIENCE

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### Full Stack Developer/Cofounder

New York City

*StudyAI*

November 2022 – February 2023

- Built an AI tutor using OpenAI GPTs and a vector database to deliver accurate, citation-backed answers from user-uploaded documents.
- Designed a scalable microservice architecture with AWS and React frontend for an interactive UX.

## RELEVANT EDUCATION

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### New York University, College of Arts and Sciences

New York, NY

*B.S. in Neural Science; Computer Science*

### Columbia School of Engineering Bootcamp

New York, NY

*Deep Learning in Fintech*

## SKILLS

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Python, Java, Node.JS, MongoDB, SQL, Postgres, Vector Databases, TensorFlow, PyTorch, ML, Model Building, Deep Learning, OpenAI, NLP, Langchain, Llama Index, Embeddings, Generative AI, Orchestration, React, Express, Flask, Spring Boot, Django, Celery, AWS, Unix, REST, Git, Kafka, Microservices, Kubernetes, Docker, Redis, Junit, Business Administration, Project Management, Sales, Cold Outreach, Automation, Gen AI-driven Ad Content Generation, Stripe, Statistics, Self-Driven