

Isaac Neal

Staff Software Engineer, Agentic Ads

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STRENGTHS

-  **Quiet systems leadership**
Architecture reviews turned ambiguous product ideas into practical milestones, and teams gained confidence in each decision.
-  **Safe agent design**
Approval boundaries and pause controls kept recommendations separate from spend actions when customer trust mattered most.
-  **Integration reliability**
Provider failures became recoverable through durable state, reconciliation, and replay paths that reduced hidden operational work.
-  **Measurement judgment**
Experiment reviews called out delayed feedback and uncertain attribution, giving product partners a clearer basis for decisions.
-  **Grounded mentorship**
Engineers frequently brought difficult distributed system questions to design reviews, where simple tradeoffs led forward.

SKILLS

- Technical leadership
- Agentic workflows
- Tool orchestration
- Agent evaluations
- Distributed systems
- Data modeling
- Asynchronous workflows
- Durable state
- Third party integrations
- Authorization Approval workflows
- Audit trails Marketing automation

SUMMARY

Staff Software Engineer with 12 years and 3 months building customer facing platforms, **distributed systems**, **third party integrations**, and AI enabled products from architecture through production operation. Leads ambiguous initiatives across engineering, product, design, data, security, and partnerships, guiding delivery without relying on reporting authority. Hands on work includes LLM powered agentic workflows, tool orchestration, durable execution, evaluations, scoped authorization, approval boundaries, auditability, and production monitoring. Deep experience with marketing automation and advertiser facing systems, including campaign lifecycles, conversion tracking, attribution, **customer acquisition cost**, **return on ad spend**, budget pacing, and external advertising APIs. Combines experimentation judgment, reliability engineering, mentoring, and incremental delivery to create understandable customer workflows with strong controls, clear explanations, and dependable business outcomes.

EXPERIENCE

Staff Software Engineer, AI Growth Products

SignalCraft Growth Systems  January 2024 - Present  San Francisco, CA

- Sets technical direction for an agent assisted customer acquisition product serving small business advertisers. Owns architecture, external marketing integrations, durable workflows, spend controls, production diagnostics, and delivery across product and platform teams.
- Set architecture for **customer acquisition** workflows across external marketing platforms and advertiser accounts.
 - Built durable **orchestration** with idempotency keys, persisted state, retries, reconciliation, and recovery paths.
 - Established scoped authorization, approvals, budget ceilings, audit records, and pause controls for **spend safety**.
 - Built LLM tool workflows with evaluations covering plan quality, **policy compliance**, and **verified execution**.
 - Partnered on conversion instrumentation, attribution analysis, incrementality experiments, and **delayed feedback** interpretation.
 - Guided engineers through architecture reviews, milestone planning, incident learning, and production diagnostics.

Senior Software Engineer, Marketing Automation

BeaconMetric Software  March 2021 - December 2023  San Jose, CA

- Led **marketing automation** services supporting **campaign management**, account onboarding, advertising integrations, performance reporting, and budget decisions. Connected product, analytics, security, and engineering work through reliable asynchronous processing and clear measurement.
- Led campaign workflows integrating advertising APIs for onboarding, creation, budgets, reporting, and conversions.
 - Created provider abstractions that isolated schema differences and simplified future integration delivery.
 - Implemented queues, deduplication, retries, **reconciliation** jobs, and **observability** for provider failures.
 - Developed pacing recommendations using performance signals, customer constraints, and sparse conversion **safeguards**.
 - Instrumented funnel events and evaluated acquisition cost and **return on ad spend** with documented uncertainty.
 - Mentored engineers on distributed design, API contracts, production readiness, and technical tradeoffs.

Software Engineer III

CivicLane Commerce Technologies  July 2018 - February 2021  Sacramento, CA

Conversion tracking

Experimentation

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Staff Software Engineer, AI Growth Products at SignalCraft Growth Systems (2.7 Years)

● Senior Software Engineer, Marketing Automation at BeaconMetric Software (2.8 Years)

● Software Engineer III at CivicLane Commerce Technologies (2.6 Years)

● Software Engineer at HarborStack Applications (4 Years)

Built customer facing growth tools and integration services for merchant workflows. Owned permission models, conversion signals, long running operations, experimentation instrumentation, and compatibility work across changing external endpoints.

- Built growth tools connecting merchant events and **server side conversion signals** through authenticated **REST APIs**.
- Designed tenant permissions protecting **sensitive data** while supporting delegated access and audited changes.
- Implemented long running workflows with timeout handling, retry controls, reconciliation, and operational dashboards.
- Developed landing page **experiments** that separated measured **attribution** from evidence of causality.
- Introduced typed contracts, provider adapters, schema validation, and compatibility tests for external endpoints.
- Owned production incidents and coached junior engineers on distributed failure **recovery**.

Software Engineer

HarborStack Applications 📅 June 2014 - June 2018 📍 Berkeley, CA

Developed SaaS features for **small businesses** across browser interfaces, backend services, relational models, REST APIs, and third party connections. Progressed into independent ownership of service components, releases, documentation, and peer review.

- Developed SaaS workflows across browser interfaces, backend services, relational models, and **REST APIs**.
- Implemented integrations with **authentication**, validation, retries, and operational logging for external services.
- Built asynchronous synchronization jobs and replay tools for provider interruption recovery.
- Created onboarding **instrumentation** that clarified workflow friction and feature adoption patterns.
- Secured tenant **data** and administrative actions through account permissions and role controls.
- Owned service components, design documentation, release coordination, and peer code review.

PROJECTS

Agentic Campaign Operations 📅 2025

Created a durable workflow concept for advertiser recommendations and approved actions. Applied tool orchestration, authorization boundaries, budget controls, reconciliation, and verified execution for external campaign operations.

Incrementality Measurement Framework 📅 2023

Structured campaign measurement around conversion signals, delayed feedback, attribution limits, and controlled experiments. Connected product activity with customer acquisition outcomes without treating correlation as causation.

LEADERSHIP & AWARDS

- Technical leadership recognition for advancing dependable AI growth product delivery.
- Engineering mentorship recognition for supporting design reviews, incident learning, and peer development.
- Product partnership recognition for connecting campaign measurement with customer outcomes.

EDUCATION

Bachelor of Science in Computer Science

California State University, East Bay 🎓 GPA: 3.8 📅 2014 📍 Hayward, CA

Coursework: Distributed systems, Database systems, Software engineering, Artificial intelligence

CERTIFICATIONS

- AWS Certified Solutions Architect 📅 2022
- Google Professional Cloud Developer 📅 2021

TECHNICAL SKILLS

- **Programming Languages:** Python, Java, TypeScript
- **API Engineering:** REST APIs, API contracts, Schema validation
- **Distributed Systems:** Idempotency, Reconciliation, Failure recovery
- **Asynchronous Processing:** Durable queues, Workflow state, Safe retries
- **LLM Applications:** Tool use, Orchestration, Agent evaluations
- **Authorization Systems:** Scoped permissions, Delegated access, Multi tenant systems
- **Spend Controls:** Budget ceilings, Approval workflows, Pause controls
- **Observability:** Production monitoring, Operational dashboards, Audit records
- **Advertising Platforms:** Campaign management, Marketing APIs, Budget pacing
- **Growth Measurement:** Attribution, Incrementality, Conversion tracking
- **Data Platforms:** Relational databases, Data modeling, Conversion signals
- **Experimentation:** Funnel instrumentation, Landing page testing, Uncertainty analysis

PROFESSIONAL AFFILIATIONS

- Member, Association for Computing Machinery.
- Member, Software Engineering Leadership Forum.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST