

Blake Fromkin

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PROFILE

I'm a full-stack software engineer with extensive experience in the JavaScript/TypeScript ecosystem, and I'm also proficient with Go. I leverage the creative problem-solving skills I honed in my 8 years as a professional Creative Director/Copywriter to generate innovative engineering solutions and communicate effectively with my teammates. Most recently, I created [Reverb](#) [🔗](#), an event-driven workflow engine that orchestrates the logic and infrastructure developers need to build complex background sequences.

SKILLS

Back-End

Node.js, Express, Golang, PostgreSQL, MongoDB, REST APIs, Handlebars, Jest

Cloud

AWS, DigitalOcean, Heroku, Fly.io

Front-End

JavaScript (ES6+), TypeScript, React, jQuery, HTML/CSS

Other

Git/GitHub, GH Actions, Docker, WebSockets, Microservices, Queues, SQL, HTTP, OOP, Nginx, Postman, Bash

EXPERIENCE

Co-Creator & Software Engineer, [Reverb](#) [🔗](#) 2024

Reverb is an open-source, event-driven workflow engine that reliably orchestrates complex, multi-step background sequences.

- Built a robust orchestration pipeline that accommodates a variety of workflow triggers (events, cron, webhooks) and task types (jobs, delays, conditional branching, fan-out)
- Designed a microservices architecture hosted on AWS for ingesting events, mapping them to workflows, and executing workflows step-by-step (**AWS Lambda, EC2, ECS/Fargate, RDS, RDS Proxy**)
- Reduced cloud deployment from 152 steps to 1 command, and automated CI/CD for containerizing and redeploying workflows (**AWS CDK, GitHub Actions, Docker**)
- Constructed durable **PostgreSQL**-backed job queues to withstand crashes and reliably execute long-running sequences (**TypeScript**)
- Implemented memoization with object caches to maintain workflow state across repeated TypeScript function invocations
- Designed a **RESTful API** with UI and CLI tools for retrieving logs, tracing events, and monitoring workflow progress (**API Gateway, Lambda, MongoDB, React**)
- Created a TypeScript SDK and **NPM** create script for developers to easily install template code, define workflows as step functions, and expose them to remote procedure calls (RPC's)
- Served as lead author for a comprehensive [technical case study](#) [🔗](#)

Software Engineer, [Open-Source Projects](#) 2022 – 2024

- *HTTP Hoarder* - Real-time tool for collecting and debugging webhook requests (**WebSockets, MongoDB, PostgreSQL, Express, React, DigitalOcean Droplet, Nginx**)
- *WatchIt* - Database-backed app to track, rate, and queue movie viewings (**Express, PostgreSQL, Vanilla JS, Handlebars**)
- *Draft Lottery* - Server-side rendered (SSR) app I built for my fantasy football league's weighted draft lottery. (**Express, Vanilla JS, Pug**)

Associate Creative Director, [Publicis New York](#) 2023

- *Senior Copywriter (2020 - 2022)*
- *Copywriter (2019-2020)*
- Led and collaborated with cross-functional teams to generate award-winning integrated campaigns on tight deadlines
- Consistently delivered on high-profile clients' diverse business goals, integrated feedback, and led presentations to ensure success

EDUCATION

Launch School 2022 – 2024

Multi-year, mastery-based software engineering curriculum. Read more at launchschool.com/employers [🔗](#)

Northwestern University 2012 – 2016

- Summa Cum Laude (3.95 GPA)
- Television/Film & Integrated Marketing Communications