

Jordan Conklin

jordan@conklinofficial.com • (408) 444-1232 • linkedin.com/in/jordan-conklin/ • github.com/jordanconklin • Fremont, CA 94555

RELEVANT EXPERIENCE

Software Development Engineer – Amazon

June 2025 - January 2026

- Engineered workflow components for an **LLM-driven Bedrock ranking-quality** tool with an event-driven Lambda and SQS pipeline, enabling systematic review of **3,000+** query-product pairs and replacing a reactive defect-detection process.
- Led integration of a valuation service for Amazon Health Services into the Private Brands **search ranking** system, collaborating with **3 cross-team engineers** and abstracting future internal brand onboarding into a reusable CDK config pattern.
- Developed a React-based interface with CloudFront + API Gateway to replace a terminal-only workflow for non-technical PMs.

Founder and Full-Stack Engineer – BravoBall

May 2024 - Present

- Launched BravoBall, an AI-powered soccer training app, on iOS and Android with **8,000+** downloads and a **4.8-star rating**, leveraging a **400,000-follower personal brand** and an analytics-driven feedback loop to guide product roadmapping.
- Engineered a two-pass **ranking & normalization algorithm** that personalizes training sessions across **6** user preference dimensions, ranking drills by skill area, equipment, and target duration, resulting in **3,600+** completed user sessions.
- Led a team of 2 engineers, cutting feature release cycles from **~4 weeks** to **~2 weeks** by leveraging Miro **MCP workflows** and **Claude and Codex APIs** for planning and execution, with structured markdown documentation as shared context for the team.
- Drove **1,500+** app downloads in **14 days** via a comment-to-DM **automation funnel**, converting social engagement into installs.
- Migrated **5,000+** users and **1,000+** completed sessions from incremental IDs to UUIDs with zero errors or downtime, enabling custom drill functionality through a blue-green deployment and phased rollout strategy across iOS and Android.

Founder and Software Engineer – ConklinOfficial

March 2020 - Present

- Empowered **500+** soccer players through 1-on-1 mentorship through a dynamic Java Spring Boot landing page using Typescript, React, and Node.js, driving **10%** increase in product sales and **15%** boost in page interaction through A/B testing.
- Scaled social media presence to **400k** followers in **4 years** by making **3,000+** posts using Adobe Premier Pro and Instagram Edits.
- Augmented development speed by **50%** by leading an engineering team and leading project management through Plane.
- Streamlined deployment by **30%** through Git-based CI/CD pipelines and feature planning with Figma and Miro.

Product Marketing Engineer – Workato

June 2024 - June 2025

- Streamlined workflow processes, increasing app speed by **30%** through automation recipes built with JavaScript.
- Performed demos on ETL pipelines and data orchestration workflows, driving a **15%** increase in product engagement.
- Constructed a Python script to turn Google Analytics data into a dashboard, improving team progress tracking by **40%**.

Backend Software Engineer – Fork

August 2023 - May 2024

- Deployed a production-grade nutrition app for **10,000+** students, leveraging user research to boost engagement by **20%**.
- Enhanced Firestore and REST API infrastructure, enabling scalable distributed systems and increasing capacity by **40%**.
- Expanded data scraping capabilities with Beautiful Soup, boosting efficiency by **30%** and enabling robust data pipelines.

EDUCATION

University of California, Los Angeles (UCLA)

Cognitive Science (Computer Science + Psychology) — Bachelor of Science (BS)

Minor: Data Science Engineering

Coursework: Data Structures & Algorithms, Python, Databases, AI, Machine Learning, Data Science, C++, Linear Algebra, Matlab

SKILLS

Languages (ordered by proficiency): Python, Typescript, Java, Dart, SQL, Swift, C++, Go

Tools and Frameworks: Git, AWS, Docker, Github Actions, Postgres, JWT, S3, Cursor, Claude Code, Codex, AI Agents

Other Skills: Product Management, Object-Oriented Design, Data Modeling, Microservices, Networking, Version Control