

BILL KOHLER

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TECHNICAL SKILLS

Languages: Elixir, Ruby, SQL, JavaScript

Frameworks: Phoenix, Phoenix LiveView, Oban, Ruby on Rails, GraphQL

Infrastructure: AWS (ECS, RDS, CloudWatch, S3), Terraform, Docker, PostgreSQL, CI/CD

Practices: Distributed systems, API integration (REST, SOAP, webhooks), idempotency, observability, incident response

EXPERIENCE

YOUTH INC | Boston, MA | August 2025 – Present

Senior Software Engineer

- Own the order-fulfillment integration layer end-to-end — 100% of company order volume, ~6,100 orders annually — routing across three third-party systems (ShipStation REST/webhooks, LINX SOAP, FulfillEngine) with idempotent submission and reconciliation, plus the shipment-tracking pipeline that notifies customers on ship.
- Led the platform's AWS migration: containerized the Elixir/Phoenix app, stood up a full parallel staging environment (ECS, RDS, Terraform-managed with cost controls) and cut traffic over to it; built a CloudWatch reporter on Oban queue depth to drive ECS auto-scaling under queue pressure.
- Built the company's observability stack from scratch — structured Slack error alerting with rate-limited grouped threads, PII redaction in production logs, CloudWatch metrics — surfacing a class of integration failures that previously failed silently and went undetected.
- Closed a critical disaster-recovery gap with automated production database backups, taking recovery point objective from unbounded to a fixed window, plus prod-to-local restore tooling now the team's standard debugging workflow.
- Bootstrapped and own the Phoenix LiveView commerce platform used daily by operations — inventory ingestion with dry-run diffs, SKU launch automation, per-decorator fulfillment dashboards, demand forecasting with at-risk SKU detection, and per-SKU margin reporting — replacing SSH-into-production console workflows with self-serve tooling.
- Designed an automated hold/release system for embroidery orders: orders missing production files are held from decorators, ops is alerted via Slack, and orders auto-release on file upload — eliminating a class of silently failed orders and the manual resend work around them.

MASTERCARD | Boston, MA | June 2018 – November 2024 | joined via SessionM acquisition; promoted twice

Senior Software Engineer

 | December 2022 – November 2024

- Engineered microservices for the SessionM Loyalty Platform reliably handling 100M+ daily requests.
- Served as Ruby Guild Lead, running technical discussions across engineering teams to drive best practices, code quality, and alignment on standards.
- Cut critical incidents 40% by instrumenting client environments with CloudWatch and SignalFx and tightening the on-call loop.

Software Engineer II

 | June 2020 – December 2022

- Scaled the catalog management system to support substantially larger SKU assortments across client tenants without degrading catalog query performance.
- Acted as Technical Product Owner: led agile ceremonies and translated between engineering and product to align technical priorities with roadmap goals.
- Refactored the GraphQL API to enforce per-field access control and close platform security gaps.

Associate Software Solutions Engineer

 | June 2018 – June 2020

- Core member of the engineering SWAT team, diagnosing and resolving high-priority production incidents across client deployments.

THE KURLAND AGENCY | Boston, MA | January 2013 – June 2018

Director of Information Technology and Innovation (2017–2018)

 | Associate Agent (2013–2017)

- Owned agency-wide technology and internal tooling. Previously negotiated engagements and drafted performance contracts for jazz, world, and blues artists.

EDUCATION

Boston University | Certificate in Computer Science | 2017

Northeastern University | B.S. Music, Minor in Business Administration | 2013