



ANDREW ROBIDA

Andrew is a Full-Stack **Problem Solver** & **Serverless Architect** building systems that **integrate, automate, and scale**

About

Versatile Product Engineer with 12+ years of U.S. Marine Corps discipline, blending software development, serverless architecture, and operational efficiency. Currently at ADZZ (affiliate marketing for casinos), I architect scalable systems that boost efficiency by 30% and web performance by 40%. Expertise in full-stack development, AWS, Cloudflare, TypeScript, and emerging mobile tech like SwiftUI. Proven in high-stakes environments, delivering high-impact solutions for web apps, data aggregation, and automation. Actively building an AI-powered iOS app using Core ML and UIKit for seamless on-device AI integration.

Contact Info

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- **Location:** Karmiel, Israel (Timezone: Asia/Jerusalem)
- **Links:** [Website](#) | [LinkedIn](#) | [GitHub](#)

Experience

ADZZ - Product Engineer

August 2023 — September 2024 Karmiel, Israel

- Architected and deployed serverless technologies, enhancing operational efficiency by 30% across subscriber management, email validation, geolocation, and lead capture for 30+ domains.
- Developed a real-time post-back system for subscriber updates using tracking parameters from affiliate partners, including a script to retroactively update registration and deposit data for 200K+ subscribers.
- Launched 3 cloaked PPC sites with WordPress, Apache, Nginx, Laravel, and PHP, optimizing for performance and scalability.
- Built Serverless Email Subscription Service using Cloudflare Workers and Hono Framework in TypeScript: Integrated geolocation from Cloudflare headers, bot detection via CF-Bot-Management, and automatic token refresh; handled custom fields like traffic source and user location, ensuring secure, error-free subscriber additions.
- Implemented Aweber API Integration Scripts with Bun Runtime in TypeScript: Enabled bulk subscriber management (e.g., finding by external ID, adding tags for conversions like registrations/deposits); automated workflows with Bash/Bun scripts and ProgressBar CLI for large datasets, streamlining media buying campaigns.
- Engineered Postback Handler for Real-Time Subscriber Tagging in Aweber: Created Cloudflare Worker API in TypeScript with Hono to process events (e.g., registrations, deposits); included subscriber lookup, tag formatting, and token refresh, reducing manual intervention in affiliate workflows.
- Architected Multi-Service Email Validation and Subscription System with SST and AWS Lambda in TypeScript: Integrated email validation (email-validator-js), geolocation (GeoJS API), and subscriptions to Aweber/GetResponse; used Redis for token caching, cron jobs for refreshes, and CORS for secure requests, supporting high-throughput global operations.

Freelance Web Developer

January 2019 — Currently Remotely

- Optimized Mooremomentum's static page generation script, resolving 2,000+ broken URLs; boosted page speed and core web vitals by 40%, achieving 80+ scores; refactored logic to cut dependencies and build time.
- Developed web scraper for Stock Data Aggregator: Captured real-time data from Yahoo Finance, wrote validation tests, and performed stock analysis calculations using live data.
- Redesigned Call The Tax Doctor's website for improved clarity and conversions; optimized with CDN and lean techniques; implemented automated tests for ongoing page speed and core web vitals monitoring.

Lendit - Front End Developer

May 2017 — March 2018 San Diego, California

- Designed and deployed mobile-responsive front-end for peer-to-peer rental service, using clean, reusable components for readability and performance.
- Collaborated with senior engineers to integrate API with front-end and contributed to REST API architecture and implementation.

Kes - Technical Recruiter

June 2016 — January 2019 San Diego, California

- Sourced, screened, and qualified candidates for engineering, logistics, and operational roles supporting U.S. Navy combat/communication systems.
- Digitized recruiting processes from paper to electronic systems, automating compliance and replacing underperforming vendors; reduced budget by 45% while increasing efficiency.

US Marine Corps - Marine, Logistics, Management, and Recruiting

August 2004 — January 2016 International

- 12-year veteran with two combat tours in Afghanistan and Iraq; roles included operations, dispatching, maintenance, vehicle recovery, resupply, security, logistics management, and recruiting.
- Served as Logistics Management Specialist/Licensing Director at Camp Pendleton, CA; Operator/Dispatcher at Kaneohe Bay, HI; and Recruiter/Sales Professional in Brandon, FL.
- Closed contracts for 60 high-qualified candidates worth \$3M over 30 months, with <3% retention loss (vs. 10% standard).
- Delivered 30 classroom presentations and public speaking events to 10K+ people; evaluated thousands of applicants via screening tests and background checks.

Education

National University

August 2017 — August 2019 San Diego, Ca

Computer Science

Skills

Full-Stack Development

- Serverless architecture (AWS Lambda, Cloudflare Workers, SST)
- Front-end/Back-end: TypeScript, JavaScript, PHP, Laravel, Hono Framework
- APIs: REST, Aweber, GeoJS, Token Management
- Web Servers: Apache, Nginx, WordPress

Mobile Development

- SwiftUI for iOS apps
- Apple APIs: Core ML (AI processing), UIKit

Performance & Data

- Optimization: Page speed, Core Web Vitals, CDN
- Data: Web scraping (Yahoo Finance), Aggregation, Validation Tests
- Automation: Bash/Bun Scripts, Cron Jobs, Redis Caching

Business & Leadership

- Recruiting & Sales: Candidate Sourcing, Budget Management (45% cost reduction)
- Project Management: Process Digitization, Public Speaking (10K+ audiences)
- Soft Skills: Problem-Solving, Adaptability, Team Leadership (Military Background)