

Zack Kelly Full-Stack Engineer

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SUMMARY

Experienced Full-Stack Engineer with 4 years of expertise in building scalable web applications. Proven track record of working cross-functionally, driving feature development, ensuring seamless cloud integrations, and leveraging AI development workflows to accelerate delivery. Proficient in JavaScript/TypeScript, AWS, and building solutions with modern frameworks like React and Next.js. Skilled in mentoring, technical interviews, and driving business-focused outcomes.

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, Python

Frameworks & Libraries: React, Next.js, FastAPI, Angular, Tailwind CSS, Node.js, Express, Jest

Databases & Cloud Platforms: AWS, Vercel, Firebase, GCP, SQL, Postgres

Tools & Technologies: REST APIs, Cursor, Claude Code, Git, GitHub Actions, Docker, CI/CD

Other Skills: Agile, Team Leadership, Technical Interviews, SOC2 Compliance, Agentic Workflows

EXPERIENCE

Hotspex Media - Toronto, ON

Senior Full-Stack Engineer - May 2025 - July 2026

- Developed an internal SaaS workflow platform using Next.js, Python (FastAPI), and PostgreSQL that centralized data from major ad networks (Meta, Amazon, DV360).
- Leveraged Cursor and Claude Code to build optimized, concise, and thoroughly tested integration services utilizing repeatable, extendable design patterns.
- Engineered an MVP MCP server enabling agentic workflows with Google Ads data, and built a consumer-facing GPT-wrapper application to drive lead generation for the core AI platform.
- Optimized a high-volume data pipeline processing millions of daily URLs via a new domain scoring system, and designed a secure architecture for offline-conversion data ingestion.

Leni - Toronto, ON

Senior Full-Stack Engineer - November 2024 - May 2025

- Maintained AWS-hosted microservice architecture serving thousands of users, including provisioning access for all new and existing employees and helping to deploy resources in services including Lambda, EC2, Fargate, and more.

- Conducted technical interviews and assisted in onboarding new engineers, leading to lasting hires that fit the needs of the team and company.

Full-Stack Engineer - August 2021 - November 2024

- Built and maintained key features of a SaaS application for property managers, including an email templating system used to send over 30k messages to leads and tenants, reducing lost leads and increasing conversion rates.
- Led the implementation of a state management system resulting in a 10x improvement in page load times and simplification of future feature development.
- Spearheaded efforts to achieve SOC2 compliance, resolving over 60 compliance tests including GitHub configurations, AWS security, IAM users/permissions, and implementing performance metric tracking and alarms in Cloudwatch.

ChainChamps - Toronto, ON

Full-Stack Engineer/Co-Founder - May 2021 - June 2024

- Co-founded and led development of the first marketplace on the WAX blockchain featuring a live sales feed and price prediction tools, managing thousands of daily transactions with sub-second updates.
- Created tools for designing and minting NFTs, Collections, Packs, and hosting user-created drops (launch sales) within the ChainChamps platform.
- Collaborated with a data scientist to implement predictive models and optimize data retrieval for new platform features.

Self Employed - Toronto, ON

Full-Stack Engineer - April 2022 - June 2022

- Contracted to develop a Web3 app showcasing and selling an NFT art collection based on the Helvetica font, with items priced and selling up to \$500 USD.
- Integrated multiple APIs on the Avalanche blockchain for seamless in-app credit card purchases and data retrieval.

EDUCATION

Lighthouse Labs - Toronto, ON - March 2021 - June 2021

Diploma of Web Development

University of Toronto - Toronto, ON - September 2010 - April 2015

Honors Bachelor of Science - Psychology & English