

BRENT MADISON

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SUMMARY

I am a driven and experienced full-stack engineer who loves solving customer problems through code. I've founded two companies, helped startups scale their business by developing SaaS solutions, and served as a consultant to larger companies looking to innovate. Outside of work I'm always playing with new technologies and looking for ways to create value. Most recently I launched Snowday Data, a political consulting firm that worked with various US Senators, State Senators, and a Congressman in their 2024 campaigns.

EXPERIENCE

Senior Software Engineer

Neutral

June 2025 - Present, Madison, WI, US

- Developed in-house investor portal that raised \$2.2MM+ and managed \$78MM+ in positions.
- Built automated address scraping system enabling outreach to 80,000+ high net worth investor leads.
- Integrated financial modeling system to enhance investor transparency and reporting capabilities.

Contract Software Developer

Self Employed

January 2017 - Present, Madison, WI, US

- Co-founded <https://snowdaydata.com> (React, TypeScript, MongoDB, AWS) - Served US Senator, Congressman, and multiple PA State Senators, reducing political campaign signature costs by 60% through patent-pending process. Generated \$40k revenue in 2024.
- Founded <https://sweepsedge.com> - Built automated giveaway entry platform serving 200+ clients, generating \$2k monthly recurring revenue.
- Founded <https://www.originalvanityplates.com> (Webflow, Java, Selenium, MySQL) - Developed and self-managed automated software covering 45+ states, serving 1,000+ users over 2 years with \$200 monthly revenue.
- Led complete rebrand and rebuild of <https://www.neutral.us> (Webflow) to support \$30M marketing outreach initiative.

Full-Stack Software Engineer

Optiversal

March 2024 - June 2025

- Led development of longtail SEO SaaS platform serving Fortune 100 retailers including L.L.Bean, Costco, and Best Buy.
- Architected client portal and automated page generation system, scaling content production 15x to support 100,000+ AI-powered retail pages.
- Redesigned customer onboarding workflows and trained contract team, reducing onboarding time by one week while transitioning operational responsibilities.

Full-Stack Software Engineer

GoodUnited

September 2022 - March 2024, Charleston, SC, US

- Partnered with sales and marketing to develop an automated market research program that led to company increasing its target market by 400% (Java, Selenium, and MySQL).
- Lead engineer for a social media donation page feature adding a 4% fee revenue stream and 10+ nonprofits to the company (ReactJS, TypeScript, MongoDB, Prisma, and Stripe).
- Co-lead efforts to build the main conversational messaging software as a service platform to support over 50+ nonprofits (ReactJS, TypeScript, and MongoDB).
- Support maintenance on 3+ legacy systems while continuing to deliver new projects on a quarterly basis (ReactJS, Svelte, TypeScript, and MongoDB).

Full-Stack Software Consultant

Rural Sourcing Inc

August 2021 - September 2022, Madison, WI, US

- Consulted with <https://www.versapay.com> over a year long contract on a mid-sized team to migrate existing technology and provide support/technological enhancements the business-to-business payment system to increase usage of payment platform features by 30% (ReactJS, Rails, and MySQL).
- Consulted with <https://www.wpshealthsolutions.com> to prospect rebuilding the site to React in order to better accommodate ADA users.
- Helped train Junior developer on contract project and shadow progress for first 6 months.

Frontend Developer

Hardin Design & Development

September 2019 - August 2021, Madison, WI, US

- Lead/Sole front-end development of <https://apply.wisconsin.edu> (ReactJS, MySQL, and Drupal) - A university registration tool that services 29 campuses and over 100k students annually.

- Frontend development of <https://lum.fm> (ReactJS, TypeScript, and NodeJS) - A Madison startup that raised \$3M to build an artist-first social media music sharing platform with a P2P marketplace.
- Backend/maintenance development of <https://www.visualmanager.com> (ReactJS, PHP, MySQL, and Laravel) - A real estate inventory reporting and visualizing software supporting over 7,000 commercial businesses.
- Frontend/Ionic development of <https://www.redcardmealplan.com> (ReactJS, Ionic, MySQL, and PHP) - A white-label student meal plan infrastructure including an admin dashboard, mobile app, and POS app servicing hundreds of colleges/professional sports teams.

EDUCATION

Associate of IT Web & Software

Western Technical College • Lacrosse, WI • 3.96

CERTIFICATIONS

Microsoft Azure Fundamentals AZ-900

Microsoft • 2021

SKILLS

ReactJS, NodeJS, TypeScript, MongoDB, MySQL, Postgres, Prisma, AWS, Java, OCR, GIT, Webflow, Web Scraping, System Architecture

Technical Skills: Project Architecture, Database Design, Sprint Planning, Requirements Gathering, Jira, Figma
