

# Reuben Holland

Senior Full-Stack Engineer | Growth, Monetization & AI Systems

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## PROFESSIONAL SUMMARY

Senior Full-Stack Engineer specializing in **Growth & Monetization infrastructure**. Proven track record of delivering revenue-critical AI features and global scalability projects yielding **6-figure annual ARR contributions**. Expert in bridging the gap between complex legacy systems and modern, experimentation-driven product features.

**CORE STACK:** Python (Django/Flask), TypeScript (React/Node.js), SQL, Stripe, AWS.

**LANGUAGES:** English (Native), Dutch (Proficient), Spanish (Functional).

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## PROFESSIONAL EXPERIENCE

### Prezi — Senior Full-Stack Engineer (Growth & Monetization)

Feb 2024 – Present

- **Monetization Strategy:** Led engineering delivery of **document-level restrictions**, the largest monetization improvement of 2025, resulting in a **30% increase in re-subscriptions** and an estimated **\$200k annual revenue contribution**.
- **AI Product Leadership:** Spearheaded the end-to-end implementation of **AI image generation**, successfully integrating generative workflows into core presentation creation.
- **Global Scalability:** Directed the architectural introduction of **40 new languages** to the legacy stack, significantly expanding global market accessibility.
- **Revenue Infrastructure:** Engineered core components of the **AI credit system**, supporting a **15.5% increase in AI-driven creation** and a **32% spike** in users hitting credit limits for upgrades.
- **Growth Optimization:** Implemented the **Easy Prezi GTM Pricing Page**, achieving a **1.3% relative lift** in new subscriptions and **22k annualized activated users**.
- **Systems Evolution:** Mentored junior engineers while migrating legacy Django services to **Node.js** and transitioning subscription billing from Zuora to **Stripe**.

### Josieapp.com — Full-Stack Engineer

Aug 2022 – Feb 2024

- **AI Integration:** Overhauled the frontend and led prompt engineering for **ChatGPT API integration**, resulting in measurable increases in user engagement.
- **Product Development:** Built **josielabs.com**, an AI-powered platform for generating employment credentials using **Flask and Python**.
- **DevOps:** Managed full-lifecycle deployment and operations of web applications on **AWS**.

### De School Amsterdam — Full-Stack Engineer

May 2022 – Feb 2024

- Developed and deployed the primary web presence and led a full **server and email infrastructure migration**.
- Proactively maintained systems for **800K monthly visitors** to the website of the popular nightclub.

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## EARLY CAREER & EDUCATION

- **High-BROWSE (2021–2022):** Led design and implementation of the UI for an EU law-text search engine and the RegulationCompare platform.
- **Time to Candidate (2019–2021):** Automated recruiter data migration using **Python and web-scraping**, increasing database accuracy and speed.
- **Dataska Solutions (2017–2019):** Developed data analysis tools and UX-focused dashboards using **Python and Pandas**.

### WelTec / SAE Auckland

- **Cert. of Culinary Arts (2009) | Diploma Audio Engineering (2007).**