ANYA PRIESTLEY

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ENGINEERING MANAGER | HANDS-ON | FRONTEND, FULL-STACK & AD TECH | AI PRODUCTS

Experience

Kargo — Software Engineering Manager | Sep 2022 – Oct 2026

- Owned engineering for the ad products generating the majority of Kargo's revenue ($100M+ annually), setting roadmap and priorities with Product, Design, and Sales.
- Managed 8 engineers across two full-stack teams owning ad creation, rendering, and tracking across native, interstitial, video, web, and mobile in-app (MRAID) formats, sold direct and programmatically, reaching ~100,000 users per minute; reported to VP Engineering.
- Played a key role in the company-wide initiative to build Kargo's first ad builder, enabling the company to create ads in-house for the first time; used by thousands of customers.
- Built an ad preview tool, used by thousands of customers, that let the customer success team send customers a live preview of their ad on a real website, showing exactly how it would look and behave before launch.
- Led development of a Claude-powered Slackbot that turned Figma designs into engineering requirements and opened pull requests, cutting design-to-PR time from a day to about an hour; set review standards for AI-generated code.
- Led development of an AI-powered YouTube channel recommendation system for advertisers with $1M in predicted revenue.
- Hired 4 and promoted 5 engineers; defined level expectations, designed a calibrated interview loop, and built onboarding that cut new-hire ramp from 3 months to 2 weeks. Ran 1:1s and performance reviews, and addressed underperformance directly and early.
- Ran all team ceremonies, including daily standups, sprint planning, backlog grooming, retrospectives, and quarterly planning.
- Reorganized both teams around system ownership areas, increasing throughput 30%, and introduced cross-repository workflows (trusted committers) that cut cross-team delivery time ~50%.
- Stayed hands-on at ~40% IC: served as the escalation point for the hardest production bugs, turning fixes into runbooks; led architecture and code reviews. Cut production escalations 50% with TechOps.
- Personally rewrote the release process for Kargo's ad tag, automating much of a previously manual release workflow.
- Conceived and architected a Criteo-style dynamic product-retargeting system designed to serve shoppers ads for the specific products they viewed but didn't buy.
- Partnered on GDPR compliance for ad data.

Kargo — Senior Software Engineer (promoted from Software Engineer) | Jun 2015 – Sep 2022

- Architected and built Kargo's video pipeline from scratch, including the video player, transcoder, and video ad generator, launching a video advertising business generating ~$10M in incremental annual revenue.
- Built Kargo's native ads (IAB native) pipeline end to end.
- Built Kargo's customer-facing campaign manager application (React, Angular, TypeScript, Node.js, PHP), used by customers to set up and manage their ad campaigns.
- Built a testing pipeline that let teams roll out new features to select publishers before full rollout.
- Developed Node.js microservices handling tens of thousands of requests per minute; co-designed API contracts between Kargo's Go-based SSP and client-side rendering systems.
- Improved ad delivery performance 20% (load latency) and modernized a production-critical codebase from CoffeeScript to ES6 and TypeScript.
- Designed monitoring and alerting that cut incident detection time 75%.

Flashtalking — JavaScript Developer | Jun 2013 – Jun 2015

- Built reusable JavaScript ad templates and video integrations embedded on third-party publisher sites.
- Implemented client-side targeting and cookie-based personalization logic.

Lumosity — Tech Support Engineer | Feb 2011 – Jun 2013

- Resolved customer technical issues across web and mobile.
- Built custom widgets for the customer help desk.

Skills

Leadership: Hiring & Leveling, Interview Loop Design, Performance Management, Coaching & 1:1s, Onboarding, Roadmapping, Scrum Ceremonies, Cross-Functional Leadership

Frontend: TypeScript, JavaScript, React, Next.js, Angular, Frontend Architecture, Web Performance, Embedded/Third-Party JavaScript, Mobile In-App (MRAID)

Backend: Node.js, Go, PHP, REST APIs, Microservices, MySQL, PostgreSQL

Ad Tech: Direct-Sold & Programmatic (SSP, Open Auction), Native (IAB), Video (VAST/VPAID), Interstitials, Campaign Management, Ad Builders, Privacy (GDPR)

Infrastructure & Reliability: AWS, Docker, Kubernetes, CI/CD, GitHub Actions, Release Automation, Monitoring & Alerting, Incident Management

AI: Claude, Google Gemini, AI-Assisted Development, LLM-Powered Automation

Education

University of California, Los Angeles — B.A. in Psychology, Minor in Computer Science