

Brendan DeBeasi

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PROFESSIONAL SUMMARY

Versatile engineer who covers multiple roles to pull together projects and get them off the ground. Proven ability to wear many hats—from infrastructure architect to full-stack developer to cost optimizer—eliminating the need for multiple specialists. Excel at transforming ideas into production-ready systems, reducing costs by up to 60% while building platforms that scale to internet-level traffic. Known for taking ownership, navigating ambiguity, and delivering measurable business value from day one.

CORE SKILLS

- AWS, Hybrid & On-Prem Infrastructure
- Infrastructure as Code (IaC), CI/CD, Monitoring
- Security & Compliance
- API & Web Service Integration
- Cost Optimization & FinOps
- Automation (Python, Bash, Selenium)
- Full-Stack Engineering (PHP, Node.js, JS)
- AI-Augmented Development & Analytics

PROFESSIONAL EXPERIENCE & PROJECTS

The Cost Guard — Founder (2025 – Present)

Cloud Cost Optimization Consultancy

- Consult with small-to-medium businesses to slash cloud spending (e.g., 60% AWS cost reduction for recent clients) through architectural refactoring and automated optimization strategies

Dev.xyz — Vice President of Engineering | Sr Principal Engineer (2014 – 2025)

Hybrid Cloud & Data Center Migration

- Directed hybrid migration integrating on-prem hardware with virtualized cloud assets; led server/network deployment, vendor negotiations, and overall technical project management

CyberCrime Mitigation

- Developed and deployed a cybercrime monitoring system for millions of domains; harnessed DNS analysis, IP reputation, and daily processing of massive datasets to decrease abuse rates from 15% to 3%

Cloud Cost Management Platform

- Led design and development of a cost analytics tool aggregating spend/utilization data across dozens of AWS accounts; developed automated savings recommendations and reserved instance planning

Automated Domain Bidder

- Architected and automated domain acquisitions, streamlining \$24M/year of high-value transactions using custom APIs, Selenium-based automation, and dynamic bidding logic

Cross-Channel Marketing Platform

- Built end-to-end campaign automation tooling integrating telecom, email, SMS, and reputation feedback networks to grow MRR and optimize deliverability

Wildcard Domain Monetization

- Engineered a performance-optimized stack for monetizing high-traffic domains (10K+ RPS, 100K+ domains) using live auctions, device fingerprinting, security analytics, and banking API integration

eth.xyz Resolver

- Launched a public Node.js web3 resolver for Ethereum Name Service—linking blockchain wallets and web presences robustly and securely

National Football League — Full Stack Developer (2012 – 2014)

Team Websites & Alpha Team Projects

- Managed 32 NFL team websites powered by Java-based HP TeamSite CMS
- Developed an internal social/media platform; implemented push-based engagement and mobile infrastructure (Cordova, Python)
- Promoted to 'Alpha Team' developing greenfield and experimental projects for the NFL

MyLife.com — Senior Front End Developer (2011 – 2012)

Dashboard Products Integration

- Integrated and launched dashboard products aggregating relationship and personal data from diverse APIs with modern JavaScript and HTML5

Cyber2Media — Senior Full Stack Developer (2009 – 2012)

Lead Generation & Monetization Platform

- Architected system powering \$20M in MRR by monetizing leads for consumer financial products
- Hired as first engineer; worked between affiliates and lenders using real-time 'ping tree' model
- Supported CPA/CPM/CPF/RevShare payouts; developed reporting dashboards, configuration tools and payout systems

IMPACT AND OUTCOMES

- Direct experience reducing cloud/infrastructure costs by up to 60%
- Built, owned, and operated high-load products at domain-internet scale
- Automated complex business workflows (domain acquisition, monetization, compliance, security)
- Delivered measurable ROI and system reliability while mentoring and leading technical teams

EDUCATION

Mount Saint Charles Academy
(2004 – 2008)

CERTIFICATIONS

- FinOps Certified Practitioner, FinOps Foundation
- Introduction to FinOps, FinOps Foundation

LANGUAGES

English (Native), Spanish (Elementary Proficiency)

References and project samples available upon request or via LinkedIn