Carson Ruebel

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PMP-Certified Project Manager | 2-Year Deep Dive in AI Product Development & Full-Stack Engineering

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Top Skills

- **Project Management** - 9+ years of experience across various roles. PMP-certified since 2018. Strong in scoping, scheduling, risk management, stakeholder management, and communication.
- **AI Integration & Applied AI** – Hands-on experience implementing AI via APIs, including OpenAI (ChatGPT, DALL-E), StabilityAI, Claude, and AWS Polly. Developed custom GPT system prompts and AI-driven workflows.
- **Full-Stack Development & Engineering** – Built and deployed web applications with Python (Flask), AWS (Lambda, DynamoDB, S3), and MediaWiki. Experience with Flutter for front-end development.
- **Data Analysis & BI** - Gravitates toward data analysis opportunities, leading efforts in SQL, Kusto (Azure Data Explorer), and Power BI across 10+ years. Experienced in data pipeline development, ETL processes, and reporting automation.
- **Cloud & DevOps** - Comfortable with AWS, Microsoft Azure, and cloud-based logging, automation, and cost management.
- **Additional Tools & Technologies** – Experience with MS Excel, ADO, SCRUM, Jira, Git, WordPress, MS Project, Workfront, SharePoint Administration.
- **AI Fluency** – Prompt Engineering, Custom GPT creation, API integrations, WordPress chatbots, RAG pipelines, Transformer theory, Model training (basic)

Work Experience

YTP Analytics LLC (formerly Wikifiction.AI LLC), Cebu Philippines
Technical Founder (unpaid/Independent)   12/2023-Current

- Pioneered the development of Wikifiction.ai, an AI-driven storytelling platform that enables users to generate and share fictional content in a wiki format
- Designed and now maintain backend and frontend systems for Wikifiction.ai, shaping the platform from initial concept to implementation with Python, Flask, MediaWiki, and AWS services (Lambda, DynamoDB, S3)
- Implemented multi-modal AI capabilities, integrating tools like ChatGPT, DALL-E, Stable Diffusion, and AWS Polly to support diverse creative outputs like stories, children's books, and videos
- Enhanced operational processes by creating logging systems to track API and cloud resource usage, improving cost transparency and management
- Current technical focus (2025): Developing a web platform leveraging WordPress, JavaScript, AI capabilities, and interactive front-end design. Details confidential until release.
- AI Fluency: Completed self-directed courses and hands-on labs to gain a practical understanding of neural networks, including tokenization, embeddings, transformer architecture, attention mechanisms (query, key, value matrices), feed-forward layers, decoding, backpropagation via gradient descent, mixture-of-experts (MoE), and mixture-of-recursions (MoR) architectures, and softmax functions

Meta Vendor (TEKsystems), Bellevue WA
Technical Project Manager 04/2022-04/2023

- Drove weekly syncs for multiple engineering teams to capture current state, identify blockers, and ensure project execution is on track
- Owned weekly communications to leadership
- Developed a project tracker to serve as a single source of truth to bring clarity to programs with multiple silo'd project trackers, including custom views based on roles
- Organized and led efforts to address quality issues (bugs) to ensure shipped features were of high quality
- Developed and maintained strong relationships with cross-functional teams, including quality assurance, product managers, privacy PMs, data scientists, data engineers, product designers, and software engineers
- Identified collaborative needs between teams and brought necessary stakeholders together to remove blockers

Microsoft Vendor (Aptly Inc.), Redmond WA
Technical Project Manager 08/2020-12/2021

- Worked with sales teams, account managers, cloud architects, email orchestration teams, and external customers to retire a deprecated set of APIs
- Developed comprehensive Power BI report suite tracking burndown of 500 customers' usage of deprecating APIs
- Led effort to build data model, Kusto/SQL queries, and pipeline to push telemetry from team's Kusto cluster to department-wide data lake via Cosmos and Azure Data Factory
- Optimized work processes by templatizing standard communications, standardizing data pulls using KQL functions, and identifying and documenting institutional knowledge
- Increased clarity to dependencies and due dates for deployments by consolidating multiple information streams to a single source of truth

Metacentrix LLC, Seattle WA
IT Consultant 11/2019-03/2020

- Configured NAS backups, deployed website changes, testing via containers, diagnosed network and software issues

Microsoft Vendor (Mindtree Ltd.), Redmond WA
Project Manager 12/2018-11/2019

Marketing Operations
- Organized training and transition of Office Commercial marketing operations
- Led team in building A/B experimental and evergreen campaigns using both email and in-product messaging

Azure Global Security
- Ensured over 150,000 accesses to privileged resources were reviewed and revoked as necessary on a quarterly basis (UAR) to adhere to audit regulations
- Cross-collaborated with partner teams to reduce duplicative efforts, address data quality, and determine scope of services

- Built and owned PowerBI reports based on both SQL and Kusto queries
- Led efforts to create process documentation for undocumented institutional knowledge after significant turnover in both PM and software engineer roles

Various, Metro Manila Philippines
Entrepreneur   06/2015-02/2018

Choxxo was a sole proprietorship endeavor to introduce American-style chocolate fudge to the Philippines between 01/2017-02/2018. The Scribe Collective was a collaborative project to scale an existing sole proprietorship to a small business between 06/2015-12/2016.

Stefanini, Metro Manila Philippines
Senior Team Lead   06/2014-06/2015

- Managed project work and knowledge through coordinating program onboarding trainings between stakeholders and process owners, ensuring programs had backup owners, and driving detailed process documentation
- Interviewed, hired, trained, and led a team of eight analysts in auditing merchant analytics data using in-house analytic tools, SQL queries, and commercial research sites
- Developed key metrics for evaluating team member performances
- Maintained weekly engagement with key stakeholders

Microsoft, Redmond WA
IT Operations Program Manager   10/2008-10/2013

- Responsible for managing customer relationships with three customers for services running System Center products, totaling over 15,000 devices and $200k/month in revenue
- Drove Configuration Manager dogfood, pilots and large-scale deployment initiatives
- Orchestrated monthly and ad hoc security patch rhythm for ~300,000 desktops and servers
- Provided Business Intelligence services to teams needing data solutions by gathering requirements, building detailed spec documents on immediate needs, planning long-term solutions, following set procedures for tracking work items, providing weekly status updates, ensuring completion by customer perspective, and maintaining reports
- Determined specific attributes required to be included in ETLs for the data warehouse
- Provided simple reports as needed using Power BI and SSRS Report Builder
- Responsible for developing a content management system leveraging MOSS 2010
- Built the organization's external SharePoint site

Education

B.S. Informatics, University of Washington, Seattle WA

Projects & Articles

- Projects: www.wikifiction.ai · www.ytpanalytics.com · www.carsonruebel.com · PDF Tab Switcher Plugin
- Articles: Flyers · Wikifiction.ai Case Study · Media Organization · Resume Website · PDF Tab Switcher

(More at www.carsonruebel.com)