

SIMCHA GREENBAUM

www.simchagreenbaum.dev | Blog: simchagreenbaum.com | GitHub: [gbs4ever](https://github.com/gbs4ever)
www.linkedin.com/in/simcha-greenbaum | SimchaGreenbaum@gmail.com | 917-947-9284

Senior Software Engineer with over 7 years of experience in full-stack web development, proficient in designing and implementing complex software solutions that automate operations and align with business objectives. With deep expertise in ERP systems and inventory management platforms, I bring a strong understanding of both technical architecture and accounting principles including COGS, AP/AR, and financial compliance. I build scalable, integrated solutions that streamline workflows, reduce manual effort, and enhance financial visibility—driving productivity and informed decision-making.

Technical Skills

Node.js, Ruby, Rails, SQL, JavaScript, Python, C#, React, NetSuite, PostgreSQL, Oracle SQL, HTML/CSS, Redis, Git

Professional Experience

Trasco LLC Lead Software Engineer 2019 – Current

- Developed and deployed a core Rails API application to connect e-commerce platforms (e.g., Amazon, Walmart) with the NetSuite ERP system, streamlining order processing for over 500 orders daily and achieving net savings of \$80,000 in annual payroll savings by streamlining operations.
- Architected and built custom technological solutions from the ground up using Node.js, creating scalable backend systems and high-performance backend systems that handle real-time interactions. Streamlined business operations by eliminating redundant work, resulting in over \$120,000 in annual savings.
- Designed and deployed data-driven JavaScript (JS) scripts to customize and automate the NetSuite ERP system, harnessing SQL database for optimized data management and significantly streamlining backend business operations.
- Led a major overhaul of underperforming cross-network systems, identifying root causes through in-depth analysis and redesigning key architecture components. Preventive solutions reduced error rates by 30% within six months.
- Developed and optimized a CI/CD pipeline to proactively identify and resolve bugs in production, ensuring new features meet company requirements and maintain data integrity.

Technical Projects

Shipping Rate Optimization Tool

Created and developed an in-house application to reduce shipping costs by automatically selecting the most cost-effective carrier for each order.

- Built a Node.js application to solve the costly manual shipping process, integrating with FedEx, UPS, and USPS APIs and implementing a custom algorithm to rate shop in real time.
- Automated label generation and carrier selection, reducing fulfillment time and saving over \$50,000 annually in shipping fees by ensuring the most cost-effective option was used for every shipment.

Education and Certifications

Flatiron School

Software Engineering Immersive (certification obtained) | Full Stack Web Development | Peer Mentoring - 2019

Ohr Lagolah Leadership Certification

Leadership and Management Training

Tanenbaum College

Bachelor of Arts: Major in Judaic Studies, Minor in Education | GPA: 3.9