

Eric Streske

ENGINEERING LEADER

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Results-driven engineering leader with deep experience in system architecture, backend/frontend development, and eCommerce solutions. Proven track record scaling cross-functional engineering teams, modernizing technical stacks, and delivering measurable business outcomes. Combines hands-on technical acumen with people-first leadership, emphasizing mentorship, collaboration, and continuous improvement. Adept at aligning engineering roadmaps with company objectives and driving initiatives that boost revenue, scalability, and user experience.

TECHNICAL SKILLS

Languages & Frameworks: JavaScript (TypeScript, React, Next.js, Node.js, Vue.js), Python (Flask), PHP

Cloud & DevOps: AWS (EC2, S3, Lambda, RDS, DynamoDB, Elastic Beanstalk, Amplify, Step Functions, SAM), CI/CD Pipelines, CDKTF

MarTech Solutions: Customer Data Platforms (Segment, Hightouch), Behavioral Analytics (Mixpanel), Feature Flagging (LaunchDarkly), Lead Enrichment & Scoring, Salesforce Integration

Tools & Practices: Agile/Scrum, Jira, Git, Observability (New Relic, Datadog), Performance Testing

Other: eCommerce Platforms, CMS (Contentful, Sanity), Microservices, Accessibility Standards

PROFESSIONAL EXPERIENCE

Samsara | San Francisco, CA

Manager II, Growth Engineering | June 2022 – May 2025

- Led cross-functional team driving customer acquisition and self-service tools including ecommerce, contributing to consistent ~30% quarterly revenue growth and ~15% pipeline expansion.
- Owned delivery for 10+ applications across three roadmaps, aligning engineering output with strategic business objectives.
- Led multiple AI integration initiatives, including deploying generative AI (ChatGPT) into sales and support tools to automate personalized messaging, build internal support bots trained on e-commerce documentation, and accelerate infrastructure development using AI coding assistants like Cursor.
- Standardized engineering best practices in system design, observability, code quality, and agile, improving maintainability and velocity.
- Mentored engineers across multiple levels, resulting in 50% team promotion rate and improved retention.
- Scaled team by 200%, driving inclusive hiring strategies and onboarding high-performing, diverse talent.

Advance Auto Parts | Raleigh, NC

Senior Manager, eCommerce Engineering | Feb 2021 – June 2022

- Directed ~50 engineers across US, India, and Bulgaria, leading delivery of flagship eCommerce platforms including website and mobile apps.
- Modernized core eCommerce stack (React, Node.js, AWS), cutting time-to-market and enabling \$11M in annual incremental revenue.
- Built strong vendor relationships and optimized cross-functional workflows, increasing project throughput and release cadence.
- Oversaw performance evaluations, career growth plans, and hiring, cultivating an engaged, high-performing team.
- Partnered with senior leadership to set roadmap priorities and execute product vision across planning, budgeting, and release cycles.

Senior Solutions Architect | *May 2018 – Feb 2021*

- Redesigned product search and listings with React and modern APIs, increasing conversion by 23%.
- Developed VIN and License Plate Lookup tools and Parts Interchange feature, leading to a 61% jump in conversion rates.
- Built scalable API infrastructure and implemented real-time performance dashboards using serverless tech and time-series databases.
- Launched company-wide design system with reusable React components, enforcing accessibility and accelerating feature delivery.

General Assembly | San Diego, CA

Instructor – Coding & Tech Workshops | *Feb 2018 – Mar 2020*

- Taught workshops including “Intro to Coding” and “Code in One Day Bootcamp” to adult learners.
- Audited and supported new instructors across coding, data, and digital marketing disciplines.

SESAC / Harry Fox Agency, Inc. | New York, NY

Senior Lead Engineer | *Apr 2016 – May 2018*

- Re-architected the Rumblefish royalty calculation engine and led a 15-person engineering team across US and India, increasing throughput and reliability.
- Built self-service onboarding portal for clients, reducing dependency on dev resources and improving operational efficiency.
- Developed auto-scaling AWS infrastructure and async queues, reducing processing time from ~30 days to 1 day and cutting cloud costs by 90%.

Software Engineer | *Mar 2014 – Apr 2016*

- Owned development for licensing and royalty platforms on AWS using LAMP stack.
- Built ETL pipeline integrating legacy payment systems, streamlining financial reconciliation.
- Designed scalable data schemas for global music publishing databases, improving integrity and query performance.
- Led LAMP stack upskilling and modernization efforts for legacy developers.

EDUCATION

University of Wisconsin | La Crosse, WI

B.S in Music - Jazz Guitar Performance | *September 2005 - May 2009*

General Assembly | New York, NY

Web Development Immersive | *Dec 2013 – Mar 2014*

PROJECTS

Real Estate Rental Platform – indianahouserentals.com | June 2025

- Developed and deployed a responsive real estate rental site with dynamic domain-based branding and multi-domain support.
- Built with React, Next.js, Tailwind CSS, Sanity CMS, and Cursor for modern, maintainable frontend architecture.
- Enabled non-technical content management for listings, blog posts, testimonials, and FAQs via Sanity Studio.
- Integrated Netlify Forms for waitlist and rental inquiries; deployed on Netlify with custom domains and SSL.