DANIEL HILSE

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WORK EXPERIENCE

Archipelago

Lead Engineer | March 2025 - Present

- Built real-time financial analytics platform with Next.js, FastAPI, and PostgreSQL, optimizing data pipelines to reduce API calls by 95%
- Owned async pipelines for market and account-level financial data across multiple time horizons with TimescaleDB
- Created interactive dashboard with 4 chart types for exploratory analysis of 30+ calculated financial metrics; instrumented logging, error tracking, and performance monitoring

Act-On

Full Stack Developer | February 2024 - May 2025

- Built and operated production AI pipelines aggregating 50+ metrics, supporting automated evaluation and internal decision-making and saving months of planned work
- Built a React + Node.js services for automated brand evaluation with Anthropic API integration, responsive UI, and analytics dashboard
- Codified cross-platform messaging guidelines through analysis 10 years of content

Veteran's United

SEO Analyst / Python Developer | May 2022 - October 2022

- Developed Python backend integrating OpenAI API + OCR pipelines for company's first AI generative content
- Built custom SQL analytics to uncover content opportunities across large internal datasets
- Created SEO-optimized content based on audience research and gap analysis via SemRush

Marpipe

Head of Product | February 2019 - February 2020

- Founding engineer for adtech SaaS, enabling multivariate creative testing self-serve platform built on Vue and Django
- Built core analytics dashboard with real-time data viz and reporting infra for enterprise clients
- Collaborated directly with leadership on roadmapping, feature prioritization, and product discussions

EDUCATION

MBA from Trulaske College of Business, University of Missouri | May 2017
Bachelor of Business Administration, University of Missouri | May 2015

TECHNICAL SKILLS

JavaScript, Node.js, React, TypeScript
Python, Django, FastAPI, Jest, Django Test Framework
PostgreSQL, TimescaleDB, SQL, DynamoDB
AWS (EC2, RDS, S3), Github Actions, GCP