MARK RABEY

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ENGINEERING MANAGER

SUMMARY

Engineering Manager with expertise in AI-powered product development and a proven record of leading cross-functional teams. Currently driving AI content intelligence features at MarketMuse/Siteimprove. Experienced in building and shipping LLM-based tools, scaling engineering teams, and fostering a culture of technical excellence and continuous learning.

SKILLS

Leadership & Management

Communication, problem-solving, decision-making, strategic thinking, team building, conflict resolution, time management, adaptability, coaching, mentoring.

AI & Machine Learning

LLM integration, prompt engineering, AI content generation, NLP/content intelligence, AI-assisted development tools, OpenAI API.

Technical

TypeScript/JavaScript including Node.js, React, Angular, NextJS, and others, HTML, CSS (including Sass, LESS, etc.), Mobile with React Native, PHP, SQL (MySQL & Microsoft SQL Server), Git, accessibility, UX design.

PROFESSIONAL EXPERIENCE

Siteimprove

Engineering Manager   July 2025 - Present

- Lead engineering for MarketMuse, an AI-powered content intelligence platform acquired by Siteimprove.
- Drive cross-team collaboration to integrate MarketMuse's AI-driven content optimization and topic modeling features into Siteimprove's digital marketing suite.
- Oversee development of patented AI/ML algorithms for content analysis, competitive gap identification, and personalized content planning.
- Establish engineering best practices and mentoring programs across distributed teams.
- Champion adoption of AI-assisted development tools, integrating LLM-based coding assistants into team workflows to accelerate delivery.

Simpplr

Engineering Manager   June 2023 - December 2024

- Led a distributed team of front-end and full-stack engineers delivering features across multiple product lines in an Agile environment.
- Owned development of the platform's AI content generation features, enabling users to create and optimize internal communications using LLM-powered tools.
- Partnered with product and design leadership to define priorities and balance velocity with technical excellence.
- Introduced modern CI/CD and testing standards, improving release confidence and reducing post-release issues by 30%.
- Championed a mentorship-driven culture — established code review practices, onboarding frameworks, and career growth plans for engineers.
- Collaborated with backend and DevOps teams to streamline developer workflows, cutting average cycle time per feature by 25%.
- Evaluated and implemented AI coding assistants to accelerate development velocity while maintaining code quality standards.

Bounteous Inc.

Lead Architect and Acting Engineering Manager   July 2022 - June 2023

- Recruited, onboarded, and developed engineering talent, creating a high-performing and collaborative team.
- Provided individualized coaching to foster career growth and professional development across the team.
- Championed a positive team culture, promoting open communication and collaboration.
- Managed team performance by delivering constructive feedback and encouraging continuous improvement.
- Partnered with stakeholders to ensure engineering objectives aligned with broader business goals.
- Standardized company-wide best practices to enhance development workflows, improving efficiency by 25%.
- Designed and implemented internal training programs for React and React Native, boosting skill proficiency across teams.
- Explored integration of early AI/ML tools for client projects, including chatbot prototypes and recommendation systems.

Lead Developer   June 2021 - June 2022

- Developed and delivered scalable web and mobile applications using modern JavaScript frameworks including React and React Native.
- Improved code quality by implementing rigorous testing and review processes.

Georgian College
Faculty, Computer Studies   September 2019 - August 2021

- Delivered engaging lectures and hands-on workshops on mobile development, REST APIs, and GraphQL using React Native and Node.js.
- Designed and updated course content to equip students with practical, industry-ready technical skills.
- Mentored students to help them transition successfully into tech roles, focusing on problem-solving and real-world applications.

Misson CRM
Lead Frontend Developer   May 2020 - May 2021

- Partnered with stakeholders to gather requirements and deliver tailored solutions for nonprofit organizations.
- Built applications using React, TypeScript, and C#, integrated with Dynamics 365 to meet client-specific needs.
- Introduced Agile methodologies, improving team collaboration and reducing sprint cycle times by 50%.
- Ensured efficient team workflows, increasing overall project delivery rates by 30%.

Collaborative Haus
Development Manager   September 2017 - April 2020

- Supervised a team of 6 developers, ensuring project success across diverse client portfolios.
- Partnered with global agencies to develop and launch websites and applications for renowned brands.
- Built custom solutions using frameworks like React, Node.js, Angular, and Ionic to address unique client needs.
- Focused on delivering intuitive, high-quality digital experiences that exceeded client expectations.

Opentrace
Co-Founder and Lead Developer   December 2015 - September 2017

- Designed and delivered custom software and websites, tailored to meet diverse client requirements.
- Conducted personalized strategy sessions with clients, driving a 20% increase in project efficiency.
- Managed day-to-day operations, ensuring all projects were delivered on time and within budget.
- Cultivated long-term client relationships by providing exceptional service and results.

Renegade Digital Media
Lead Developer   June 2015 - August 2016

- Enhanced team workflows by integrating tools like Git and Grunt, reducing development times by 30%.
- Researched and implemented cutting-edge technologies, including React.js and Node.js, to keep projects innovative.
- Led mentoring sessions and pair-programming initiatives, boosting team skill levels and code quality.
- Promoted a culture of learning and development that fostered team-wide growth and adaptability.

Senior Web Developer   January 2010 - May 2015

LabX Media Group
Senior Web Application Developer   January 2013 - December 2014

- Developed and maintained dynamic, scalable websites leveraging MVC principles and ORM tools.
- Streamlined deployment processes by implementing build tools, reducing deployment time by 40%.
- Collaborated in an Agile environment to deliver user-focused web applications and iOS solutions.

Web Application Developer   June 2012 - December 2012

- Designed and built web applications, integrating user and admin tools using JavaScript and ColdFusion.

Junior Web Application Developer   November 2011 - May 2012

- Assisted in the development of web applications, gaining foundational experience with modern technologies.

Freelance/Contractor
Web/Mobile Developer and Consultant   January 2001 - Present

- Partnered with clients to design and deliver responsive websites and mobile applications using modern tools like React, Next.js, and React Native.
- Built intuitive user experiences with a focus on accessibility and performance optimization.
- Developed custom solutions for small businesses, improving operational efficiency by 20-30%.
- Provided ongoing support, including feature enhancements and bug fixes, ensuring long-term client satisfaction.
- Experimented with emerging technologies through personal projects, continuously expanding technical expertise.

EDUCATION

Georgian College
Computer Programmer/Analyst