

# NESEEM JOSEPH ISHAQ

## PRINCIPAL ENGINEER | AI & PLATFORM LEADERSHIP

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### PROFILE

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Principal Engineer and technology leader with 15+ years building AI-powered products, cloud-native platforms, and modern web systems at enterprise scale. Lead end-to-end architecture, AI strategy, and delivery with deep expertise in RAG, Azure OpenAI, AWS Bedrock, and JavaScript/Node.js ecosystems. Known for shipping secure, resilient platforms serving millions of users for global brands including PetSmart, Walmart, Dr. Pepper, Snapple, VW, and Almonds.com. Trusted partner who turns business goals into pragmatic roadmaps, mentors high-performing teams, and accelerates time-to-value.

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### PROFESSIONAL EXPERIENCE

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#### Principal Engineer, Deutsch

Nov 2021 — Present

Los Angeles, CA

- Lead delivery of AI and web platforms for enterprise clients including PetSmart, Dr. Pepper, Almonds.com, Snapple, Walmart, and VW.
- Architect and deliver Retrieval-Augmented Generation (RAG) solutions using Azure OpenAI, FastAPI, and Cognitive Search.
- Build AI-powered report-generation platforms using AWS Bedrock, Lambda, and Amplify.
- Design and implement enterprise CMS platforms using Drupal 10, Strapi, and headless architectures.
- Integrate Salesforce Marketing Cloud with custom web applications via REST APIs.
- Provide architectural guidance, lead code reviews, and mentor engineering teams.
- Partner with product, UX, QA, and leadership to align technical decisions with business goals.

#### Senior Solutions Architect, Expedition Co.

Jul 2020 — Nov 2021

Los Angeles, CA

- Owned technical architecture and delivery across web, CMS, payments, and cloud services.
- Built analytics dashboards and marketing platforms using Next.js and cloud-native services.
- Led CMS migrations and integrations across Drupal, WordPress, and custom platforms.

#### Technology Director / Principal Engineer, Deutsch LA

Feb 2013 — Apr 2020

Los Angeles, CA

- Led engineering strategy and execution for high-visibility enterprise platforms.
- Architected large-scale CMS and campaign platforms supporting millions of monthly users across global brands.
- Delivered interactive marketing experiences with advanced animation and rich UX.
- Mentored engineers and managed cross-disciplinary creative technology teams.

#### Web Developer, Music Mastermind (Zya, acquired by Google)

Nov 2011 — Jan 2013

Calabasas, CA

- Developed responsive marketing websites using CodeIgniter and Play framework.
- Integrated SEO, analytics, email marketing, and CMS functionality.

#### Senior Web Developer, SOSBUZZ INC

Aug 2008 — Sept 2011

Glendale, CA

- Built and maintained high-availability PHP/MySQL applications.
- Implemented QA processes, email marketing, SEO, and A/B testing.

**SEO Manager & Web Designer, Register Everywhere Inc**

**Mar 2004 — Aug 2008**

Glendale, CA

- Managed SEO campaigns across 100+ client sites.
- Designed and built websites, landing pages, and digital assets.

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**EDUCATION**

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**Mt Sierra College**

**Jan 2000 — Jun 2004**

BS, Computer Information Technology, Monrovia, CA

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**LINKS**

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[Neseem.com](http://Neseem.com), [linkedin.com/in/neseem](https://linkedin.com/in/neseem)

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**TECHNICAL SKILLS**

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Leadership: architecture leadership & strategy, mentorship, Agile delivery & execution, stakeholder communication  
CMS & platforms: Contentful, Strapi, Drupal, AEM

AI & data platforms: RAG, Azure OpenAI, AWS Bedrock, FastAPI  
Marketing technology: Salesforce Marketing Cloud (SFMC), Keap, SEO, data & analytics

Cloud & DevOps: AWS, Azure, Amplify, Lambda, Cognito, Docker, CI/CD

Full-stack development: React, Next.js, Node.js, TypeScript, GraphQL