

BRANDON NANCE

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EDUCATION

Towson University – Towson, MD

May 2022

Bachelor of Science, Computer Science

- Honors: Honors College
- Leadership: Resident Assistant, Undergraduate mentor

EXPERIENCE

Blue Ribbon Sports (a division of Nike) – Los Angeles, CA

October 2024 – Present

Community Ambassador

- Supported 20+ community partners in executing grassroots programming across LA's running and wellness communities, connecting participants to Nike resources and events
- Cultivated Nike's relationship within the LA Running community by actively participating in 10+ running groups within the area, serving as a resource for different events surrounding health and wellness and providing support and knowledge for runners of all experience levels
- Planned and executed Blue Ribbon Sports events serving upwards of 500 participants, overseeing logistics, customer experience, and event operations

Paramount – Los Angeles, CA

September 2022 – Present

Software Engineer (January 2025 – Present)

- Partnered cross-functionally with 5 teams to enhance an internal live streaming tool through stakeholder surveys, workflow analysis, and structured alignment sessions; sustained 99.9% service uptime
- Converged two database systems that shared common patterns to reduce resources used within the company for internal live streaming testing by 50%
- Developed a user authentication system and role based permission dashboard for livestreaming channels, enabling middle managers to self-administer team access; reduced access-related bottlenecks by 70%
- Delivered UFC integration components within 37 days of acquisition approval, ensuring seamless platform launch for Paramount's first UFC event and reaching 7M+ households globally

Associate Software Engineer (September 2022 – December 2024)

- Expanded scope from front end to full stack by leading sprint sessions, code reviews, and end-to-end build processes; architected and shipped backend service for a critical internal live streaming tool
- Architected a database and workflow system integrating user preferences, analytical metrics, and live streaming insights; enabled media professionals to access, edit, and persist settings across devices, doubling internal service users within 6 months
- Engineered ad insertion and live streaming technology for Super Bowl LVIII on Paramount+, supporting 120M+ total viewers

Projects

The Saturday Hike Crew - thesaturdayhikecrew.com

- Designed in conjunction with the founder a web application that grows and changes with the needs of the hikers as they engage with the site to stay informed about the upcoming hikes and events
- Developed a dashboard for the founder to interact with hikers and create and view hike information on their own through increasing engagement within the community

Personal Portfolio - alexandernance.com

SKILLS & INTERESTS

- Technical: Typescript, Java, GoLang, Python, Excel, SQL, Tableau
- Community Service: SundayRundayLA, The Saturday Hike Crew, WalkgoodLA
- Interests: Running (marathons); Lagree; Chess; Music