

MICHAEL J. BARRERA

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SUMMARY

Software developer with production experience across Flutter/Dart, Python, and React, building and shipping mobile applications end-to-end (from architecture through app store submission). Also founded and operates a self-publishing business built on custom Python data and document-generation pipelines. Brings a business-first lens to software, shaped by a decade of CarMax product management and merchandising leadership, plus hands-on web development and technical SEO infrastructure work; including orchestrating a cross-functional software launch that generated over \$100M in revenue in its first six months.

TECHNICAL SKILLS

Languages: Python, Dart, TypeScript, JavaScript, PHP, SQL, HTML/CSS, R

Mobile: Flutter, MVVM architecture, CustomPainter, geolocator, local notifications

Web & Backend: React, Firebase (Auth, Firestore), REST APIs, WordPress

Tools & Platforms: Git/GitHub, Anthropic API, ReportLab, Playwright, Jinja2, App Store / Google Play submission

Marketing & Analytics: Google Analytics 4, Google Ads, SEMrush, ahrefs, Moz, Screaming Frog, HubSpot

EXPERIENCE

Independent Software Developer — Self-Directed *Aug 2025 – Present*

- Designed and shipped Helio, a B2C Flutter app that helps digital nomads sync sleep and light exposure to their circadian rhythm, from MVVM architecture through iOS App Store approval: resolving Xcode build and Swift Package Manager issues, an Android packaging error, and a hardware-specific initialization bug diagnosed on a physical test device.
- Built Lead Tracker, a B2B Flutter CRM for independent used-car dealers, starting from original market research: ran a Python pipeline against dealer forum discussions using the Anthropic API to extract recurring pain points, then implemented the app on Firebase Auth/Firestore with an MVVM architecture.
- Founded and operate a self-publishing business producing print-on-demand children's educational workbooks on Amazon KDP. Built a config-driven Python/ReportLab engine that generates print-ready book interiors and guaranteed-correct answer keys across a 3-title series from a single shared rendering system.
- Built a separate Python pipeline (Jinja2 + Playwright) for a large-print puzzle-book product line, including a rules-based content curation system and a custom puzzle verification engine.
- Own the full commercial lifecycle for each title: cover and listing design, keyword and category strategy, and paid advertising campaigns.

Digital Strategist & Web Developer — Lead Science *Apr 2024 – Aug 2025*

- Maintained code that consumes third-party APIs to rapidly render client web pages while keeping core brand templates uniform across dealership and law-firm clients.
- Wrote automated script generators that dynamically inject structured data (JSON-LD) into pages so search engines correctly index vehicle and business listings.
- Managed 301 redirect rules, canonical tags, and dynamic URL rewriting across client WordPress (JavaScript/PHP) sites.

Digital Product Manager — CarMax, Richmond, VA *Sept 2019 – Nov 2023*

- Led a cross-functional team of SEO strategists, content strategists, UX designers, and domain experts to launch a new Instant Appraisal product, generating over \$100M in additional revenue in its first six months.
- Led a cross-functional team of engineers, designers, and business owners to drive the launch of new products and features, resulting in a 21% increase in employee productivity and a 94% user satisfaction rating.

Senior Manager, Merchandising Operations — CarMax, Las Vegas, NV *Sept 2013 – Sept 2019*

- Held full accountability for \$25M in vehicle inventory; used data analysis to identify emerging market trends, directly driving \$250K in wholesale revenue growth.

SELECTED PROJECTS

Helio (Circadian Optimizer) — github.com/mikeb1869/circadian-optimizer

Lead Tracker — github.com/mikeb1869/lead-tracker

Math Workbook Generator — github.com/mikeb1869/math-workbook-generator

EDUCATION

Master of Science, Computer Information Systems, Data Analytics Concentration — Boston University — Jan 2020

Bachelor of Business Administration — University of Texas at San Antonio