

# Braxton Gunter

## LOCATIONS

- Oakland, CA
- byblack.us

## PRIMA FACIE

Technical generalist and builder of software specializing in tools for small business and community fixtures. Currently leaning into consumer engineering work where craft, accessibility and design fluency are first-class concerns.

## 01 SKILLS

- Typescript · Node · React ●●●●●
- Python · Flask ●●●●
- MongoDB · PostgreSQL ●●●
- Figma · Design Systems · CAD ●●●●
- Mixology · Customer Service ●●●

- performance
- security & privacy
- ux design
- resilience

## 02 EDUCATION

**B.A. Computer Science & Music Theory**  
 Columbia University · New York, NY  
 2014 - 2018

## 03 CERTIFICATIONS

ServSafe Food Handler | ABC · RBS  
 NOV 2023

## 04 ACCOLADES

US Black Chambers Inc.  
 Power 50 Under 40

Columbia University Honors  
 Leadership Excellence Award | Senior Marshall

## 05 EXPERIENCE

2022  
 - PRESENT

### Head of Engineering

byblack.us · Oakland, CA | Washinton DC

Currently orchestrating the technical governance & security architecture for the US Black Chambers, standardizing engineering excellence across the technical ecosystem while hardening infrastructure to protect national business certification data.

Pioneered a data-driven SEO & UX framework that amplifies the digital footprint of Black-owned businesses, synthesizing analytics into high-conversion user journeys for a national community.

+ REACT + TYPESCRIPT + MONGODB + PYTHON

2017  
 - 2022

### Senior Product Engineer

NerdWallet · San Francisco, CA

Built & scaled editorial infrastructure for 10M+ users, leveraging ML for dynamic, personalized content on financial offerings while optimizing web performance to maintain #1-2 search rankings for high-intent keywords.

+ NODE.JS + WORDPRESS (PHP) + MYSQL + GRAPHQL + ML

2024  
 - 2025

### Service Runner · Bartender

Kissel Uptown · Oakland, CA

Facilitated premium dining experiences through craft mixology and coordination with culinary and hospitality staff.

# RON BUSBY

www.byblack.us

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## SUMMARY

I am a co-founder of ByBlack—the largest directory of Black-owned businesses in the US. I lead the product team's efforts on new features and external partnerships. I started ByBlack with a passion for product management and social impact initiatives. I have worked at organizations like Google, Visa, and the White House—consistently excited by cause driven missions. I am an avid rock climber, car restoration geek, and record holder on the Columbia University track team.

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## WORK EXPERIENCE

**Head of Product: ByBlack** **Aug 2020 - Present**

- Lead the product team's development strategy for new features and site upgrades—working with designers and engineers to hone product requirements and roadmap logistics
- Develop tactical relationships with key corporate partners like American Express, NFL, Google
- Lead marketing, brand, and UI design for various campaigns and launches

**Senior Analyst: Visa Inc.** **Aug 2018-Feb 2022**

- Led as member of the Middle East and African Merchant teams to develop market strategies
- Developed a comprehensive North American product feedback system to assess issues and solutions for corporate clients of Visa's security, fraud, and sales optimization tools
- Launched product strategies for vertical critical analytics dashboards to help clients manage their store locations with previously untapped proprietary data

**Policy Fellow: Google** **Jun 2017-Sep 2017**

- Analyzed 5000+ lines of data with SQL to provide insights on how governments could better serve small businesses using policy proposals I drafted
- Crafted policy briefs and research on the synthesis between tech and communities of color for stakeholders at Google and DC think tanks

**Elections Fellow: Google** **Jun 2016-Jan 2017**

- Acted as a digital strategist for political campaigns, both local and national
- Built complex mixed media buying strategies for clients to understand the most effective tools to reach audiences across digital, social, TV, and radio
- Led +10 ad accounts spending +\$1.5 million each with Google products

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## EDUCATION

**Columbia University** **Fall 2013 - Fall 2017**  
Bachelor of Arts

- Major: Human Rights | Concentration: Pre-Law
- Final CGPA: 3.66

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## VOLUNTEER

**Seed the Vote: Head of Communications**

**March 2025 - Present**

- Lead the national outreach strategy for volunteer recruitment
- Run and manage canvass operations in key swing state elections like Wisconsin or Arizona in 2024 and 2025
- Communicate with a network of +7K volunteers across the US to build engagement and election related actions
- Build language and narrative development for how our volunteers, donors, and voters can continue to engage with leftist politics in the current political climate