Joshua Alexander Cross

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Full-stack software engineer and Amazon Hackathon Winner with 5+ years of experience building scalable web, mobile, and AI-powered applications. Specializing in React/React Native/Expo, Node.js, and AWS and other cloud-based infrastructure. Adept at developing real-time communication systems (Socket.IO, Twilio, Async Gen), AI integrations, and cross-platform apps.

Most recently co-led an engineering team to deliver multiple enterprise-grade platforms serving 25K+ clients, achieving outcomes expected from teams of 10x size. Passionate about leveraging AI and automation to deepen human connections, streamline workflows, and drive business growth.

PROFESSIONAL EXPERIENCE

Mid-Level Software Engineer   Nov 2022 - October 2025
Robyn Inc. | Los Angeles, CA (Remote)

- Architected and launched multiple production platforms (Parentbirth, Wearerobyn, Fertility Out Loud) – serving **25K+ clients**, including multi-tenant CRM platform with 150+ API routes, real-time messaging, analytics, and Slack-monitored error handling that increased team efficiency.
- Pioneered AI-integrated solutions – launched AI Doula Support App (Parentbirth AI) contextualized with client histories, resources, and analytics.
- Built scalable growth features – embeddable widget driving **100+ signups/day**, internationalized landing pages, and cross-environment deployments expanding reach.

Marketing and Technology Manager   Oct 2021 – April 2023
Primary Residential Mortgage | Hendersonville, TN

- Engineered scalable lead-generation and marketing systems – developed open house apps, responsive websites, and automated funnels that helped drive **$55M+** in divisional revenue and expand reach across multiple states.
- Optimized sales and engagement workflows – built CRM integrations, analytics dashboards, membership portals, and multi-channel automation that boosted conversion rates, supported **10K+** social media followers,
- Directed creative and brand initiatives – launched *James Harper Live*, *The Real Estate Halftime Show*, and the *Go Big or Go Home* podcast; produced multimedia campaigns and events that increased visibility and raised funds for the NFL Alumni Caring for Kids charity.

Marketing Technologist / Operations Manager   Jan 2019 – Oct 2021
Traffic and Funnels / Media Empathy, LLC | Franklin, TN

- Scaled digital marketing products and revenue – grew products from **$30K to $1.5M/month** (**~$20MM+** total revenue, **40% profit**) by designing front-end funnels, affiliate programs, and backend system architecture.
- Built and automated platforms that drove engagement – launched e-commerce systems, membership portals, evergreen email campaigns (**$600K+/month recurring revenue**), and analytics dashboards (Google Analytics, Hyros) to optimize ROI/KPIs.
- Produced and delivered high-volume content at scale – published **800+ podcast episodes reaching over 20MM+ streams**, developed multi-channel workflows across streaming/social platforms, and enhanced client experience with a progressive web app (PWA) for asset delivery.

GitHub: https://github.com/joshacross | Portfolio: https://heyjoshcross.com

EDUCATION

Vanderbilt University – Owen Graduate School of Management, Nashville, TN   2021
Full-Stack Software Engineering and Computer Science

Belmont University, Nashville, TN   2018
Bachelors of Business Administration in Music Business *with Minor in Audio Engineering*
• Entrepreneurship Cluster Award, International Collegiate DECA Competition (ICDC), Washington, D.C.
• Presidents & Deans List, Phi Theta Kappa Honor Society

TECHNOLOGIES & LANGUAGES

<u>Languages & Frameworks</u> – React (18/19), Next.js (13/14 App Router), React Native (Expo), TypeScript, Node.js, Express, SQL
<u>Databases</u> – PostgreSQL *(migrations, enums, triggers, functions)*, MySQL, SQLite, MongoDB
<u>Infrastructure</u> – AWS *(EC2, S3, CloudFront, Route 53, Lambda, EventBridge)*, Docker, Vercel, Heroku, CI/CD Pipelines
<u>APIs & Services</u> – Socket.IO, Twilio, Stripe, RevenueCat, Firebase, Supabase, OAuth 2.0, Google APIs *(SSO, Geolocation, Maps, reCAPTCHA)*, GraphQL, REST
<u>CMS & Frontend</u> – Strapi, Payload, WordPress, Tailwind CSS, ShadCN UI / Radix UI, MUI, Framer Motion
<u>Testing & Tools</u> – Jest, Postman, Figma, Jira, Vertabelo, HubSpot, Git / GitHub / Actions

PROJECTS / PORTFOLIO

Parentbirth | Multi-tenant, HIPAA-compliant CRM and AI-powered communication platform enabling certified doulas to support new and expecting parents across fertility, pregnancy, and postpartum journeys.
• Architected scalable Node.js + React platform with integrated SMS automation and real-time chat.
• Implemented role-based permissions, data encryption, and intelligent tagging to streamline client management.
https://parentbirth.com | https://app.parentbirth.com

Parentbirth AI Doula | AI-native mobile and web app delivering real-time, human-in-the-loop coaching through retrieval-augmented generation (RAG).
• Trained on tens of thousands of verified RN and doula conversations for contextual, empathetic responses.
• Integrated with Stripe (payments), Clerk (auth), and RevenueCat (subscriptions).
https://parentbirth.com | https://app.parentbirth.com

Fertility Outloud Coaching | Multi-tenant, HIPAA-compliant CRM and AI-assisted texting platform for registered nurses specializing in fertility care.
• Engineered Twilio-based chat, real-time presence, and automated scheduling across global time zones.
• Migrated from MVP to enterprise-grade SaaS serving 25K+ clients.
https://fertilityoutloudcoaching.com

We Are Robyn | Corporate website and femtech industry news built with **Next.js ISR** and **Strapi CMS**, featuring SendGrid-powered email automation.
• Designed content workflows and optimized caching with incremental static regeneration and revalidation.
https://wearerobyn.com

LEARNR App | Peer-to-peer crowdfunding platform connecting adult learners with angel investors and educational sponsorships.
• Designed secure payment logic and user dashboards for campaign tracking and milestone-based funding.
https://github.com/insivika/learners

Drive4Change ｜ **Gamified, serverless AWS prototype** for Amazon logistics teams.

• Incentivized eco-efficient driving behavior using a fully serverless architecture (Lambda, API Gateway, DynamoDB).

• Integrated analytics for carbon-emission tracking and performance scoring.

https://github.com/joshacross/drive-4-change

Augmented Retail ｜ **AR-enabled e-commerce web platform** allows users to visualize retail products in their own environment.

• Developed in React with Three.js, AR.js, and A-Frame for in-browser 3D and camera integration.

🔗 https://github.com/joshacross/final-project

Trust Accelerator ｜ **Native mobile podcast production & client portal** for content creators and agencies.

• Automated the end-to-end production pipeline — from audio upload to blog, social media, and short-form video assets.

• Consolidated client communication and asset delivery, reducing turnaround time and media loss.

🔗 https://trustaccelerator.carrd.co/