

BOBBY R. GOLDSMITH

TECHNICAL ARCHITECT • AUTOMATION ENGINEER

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PROFESSIONAL PROFILE

Veteran software quality assurance and development operations professional with more than 13 years of experience leading cross-functional, globally distributed teams. Expertise in automation engineering and driving the integration of test automation frameworks into CI/CD pipelines, resulting in a 77% improvement in time-to-market for critical projects. Proven ability to optimize quality processes, mentor teams, and deploy scalable solutions for web applications and enterprise platforms.

SKILLS & TECHNOLOGIES

Languages: Python, Bash Shell (linux), JavaScript

Test Automation: MCPs, Agentic Testing, Selenium, Playwright, PyTest, JMeter

Data Technologies: SQL, ORM, In-Memory DB, Azure Data Bricks, Snowflake

DevOps & Deployment: RHEL 9, Docker, Jenkins, CircleCI, Git, CI/CD, K8s, Ansible

Tags & Analytics: Google Tag Manager (GTM), Adobe Experience Manager (AEM)

Project Management: JIRA, Confluence, Trello, Agile, Scrum (Scrum Master certified)

EXPERIENCE

NODEBRIDGE AUTOMATION SOLUTIONS • Principal Consultant • 2024 - PRESENT

Provide custom automation development and consulting services to small businesses, specializing in workflow optimization, QA automation, and DevOps solutions. Design and build scalable automation frameworks using Playwright, Selenium, Docker, and workflow platforms (n8n, Zapier, Make). Develop proprietary software tools including browser extensions, CLI utilities, and document processing systems. Deliver technical consulting on process automation, quality assurance strategy, and development operations, helping clients reduce operational overhead and improve efficiency through tailored automation solutions.

4 WHEEL PARTS • 2012 - 2024

4 Wheel Parts is a retail, wholesale, and manufacturing company specializing in aftermarket automotive parts and accessories catering to the off-road enthusiast.

Parent Companies: Hoonigan Industries (2022-2024), Polaris Inc. (2016-2022), Transamerican Auto Parts LLC (2009-2016)

Location: Compton, CA

Headcount: 400

Departments Worked: Internet Operations, IT Systems & Integrations

QA Lead • 3/2020 - 10/2024

Stats:

- Managed distributed QA team of up to 8 analysts and engineers
- Implemented quality KPI tracking and set goals for team:
 - Reduced production bugs by 32%
 - Eliminated severe bugs entirely
 - Boosted average rolling conversion rate over 6%

Managed Projects:

- Platform migration for flagship ecommerce applications to Magento (Adobe Commerce)
- Platform migration for cluster of support applications to NetSuite
- Database infrastructure migration from physical hardware to cloud infrastructure (Azure)
- CI deployment pipeline for managed application releases
- Test automation framework integration with CI deployment pipeline
- Migrate analytics tracking from Adobe Launch to Google Analytics 4

Senior QA Analyst • 2/2017 - 3/2020**Stats:**

- Team lead for 3 automation engineers
- Improved time-to-release for deliverables by 77% with automation and process improvements
- Reduced bounce rate to consistent average under 45% across all ecommerce applications

Managed Projects:

- ERP migration from Legend to Microsoft D365 across all ecommerce applications
- Test automation frameworks for front-end, middleware (api gateways and cache/edge services), and backend databases/feeds/pipelines
- Migration to Cloudflare
- Site reliability monitoring:
 - Created dashboard to monitor real user performance metrics
 - Automated smart alerts and notifications to reduce “alert fatigue” and flag only real issues
 - Integrated pressure monitor to track poor latency in network and middleware requests

QA Analyst • 1/2014 - 2/2017**Stats:**

- Reduced production bugs by more than 40%
- Increased customer sentiment ratings through live production and technical support

Managed Projects:

- Test plan, test case, and bug report template creation and adoption company-wide
- Liaison for all web-related technical issues internally and externally for project managers and development team
- Test case management system (TestRail, then XRay for JIRA)

Internet Operations Specialist • 2/2012 - 12/2013**Stats:**

- Created 2,200 pages (internal wikis and JIRA Confluence) of technical documentation, including:
 - Process maps
 - Infrastructure diagrams
 - Runbooks
 - Domain catalogs
 - Product and project roadmaps

Managed Projects:

- Technical analysis and documentation
- Formal recommendations for process, structure, infrastructure improvements
- Advocate for QA as an integral aspect of the development team’s SDLC
- Assisted in hire of QA lead (who became my manager for several years) to integrate QA into SDLC