

SCOTT BEINLICH

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Staff Software Engineer (E6) at Meta building the billing and payments infrastructure that powers 55% of Meta's total revenue and 20M+ advertisers. Finds hidden problems, creates clarity in ambiguous spaces, and drives pragmatic solutions beyond scope — spanning 0→1 product launches and mature systems at scale.

SKILLS

- Hack | PHP | Python | JavaScript | C++ | SQL | Bash | Thrift
- React | GraphQL | REST | Presto | Hive | Git | Distributed Systems | Pub/sub systems | Graph databases | Relational databases | Data pipelines | A/B experimentation | Data analysis
- LLM-assisted development | AI agent tooling | Prompt engineering | Skills | Agents | Claude Code

EXPERIENCE

Meta (formerly Facebook) Software Engineer Seattle, WA Apr 2021 – Present
Billing/B2B Payments | *Senior* E5 (2024) → *Staff* E6 (2026) Mar 2024 – Present

- Unified Meta's prepay and postpay billing offerings / pricing models (55% of ad revenue) into a single platform, enabling seamless state transitions and reducing regulatory risk; owned strategy, backend architecture, UX, and cross-team alignment
- Reduced revenue leakage by \$22.6M annually by identifying abuse risk in product team's strategy, proposing a safer alternative, and aligning stakeholders on head-to-head experimentation that validated the approach
- Discovered multi-year pattern of account spend limit abuse; built simple, extensible auto-healing system fixing 1,500 abusive accounts and preventing \$20M in annual revenue leakage
- Discovered a runaway logging system outside direct ownership; root-caused and fixed a race condition producing 101B excess database records and 42M errors/week, driving \$160K+/year in compute savings
- Led a team of 5 to launch Secure Billing (0→1), partnering with Adyen, Visa, and Mastercard for 3D Secure (3DS) authentication; increased enrollment 9x (0.6% → 5.4%) and drove \$4.4M in incremental revenue
- Migrated 550M billing limits to a new storage model with a 3-layer redundant sync achieving 99.9999% consistency at 2M writes/day, eliminating a recursive data dependency blocking account unification
- Identified years-old integration gaps in the usage limits system spanning 5 engineering teams within billing and ads delivery, driving cross-team alignment to fix recurring advertiser overspend
- Set direction for a 10-engineer billing team — roadmap scoping, cross-functional alignment, design reviews, production excellence; reviewed dozens of designs across billing, catching issues that prevented multiple SEVs
- Led the high-value advertiser escalation program across an org of 100+ engineers, driving resolution of 162 escalations with 97% SLA attainment

Consumer Payments | E3 (2021) → E4 (2022) → *Senior* E5 (2023) Apr 2021– Mar 2024

- Designed and scaled a payout platform from 0 to 15M users across 2 countries, integrating across 6 engineering teams and external vendor (PayPal); achieved SLA goals (>95% payout success within 24 hours)
- Identified user discoverability drop-offs through payout onboarding funnel analysis, repurposed existing dry-run infrastructure to enable batch notifications, increasing onboarding volume by 13x
- Launched seller-incentive campaigns for checkout, driving +100K transactions (+47%) and +418% orders

Facebook Software Engineer Intern, Instagram

Remote | May – Aug 2020

ServiceNow Software Engineer Intern

San Diego, CA | May – Aug 2019

EDUCATION

University of Michigan B.S.E, Computer Science | TA: Web Systems

Ann Arbor, MI Sep 2017 – Dec 2020