

Dasara Kushi

Senior Software Engineer · Technical SEO + GEO

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Summary

20 years building and ranking internet-scale products — 14 of them at PeekYou, a people-search platform with 100M+ records and millions of monthly users: 6 years of backend engineering, then 8 years owning technical SEO on the same platform. I build what most teams split across roles: crawl/index systems, programmatic SEO architecture, and AI-citation-ready content systems.

Experience

Senior Software Engineer — Technical SEO & Platform

PeekYou · New York City · Jan 2018 – 2026

Owned technical SEO and search-facing engineering for a people-search platform with 100M+ records and millions of monthly users.

- Architected a real-time resolution engine that synthesized live data into confidence-scored, structured results, with locality-aware intent matching.
- Built an LLM consensus layer — cross-validated live data into confidence-scored results, marked up with schema for engines.
- Programmatic SEO at scale — dominated the long tail of unique queries across millions of templated URLs via cardinality-aware canonical rules: 13M organic clicks, 301M impressions in 13 months; average rank improved from 19 to 11.
- Won the under-contested Image Search vertical with CDN-fronted, keyword-structured images on the brand domain — ~10% of total organic clicks.
- CTR experiments on monetized surfaces; crawl-budget management, log-file pipelines, and SEO release-gating in CI.

Software Engineer

PeekYou · New York City · 2012 – Dec 2017

Built backend systems powering search, data processing, and ingestion at hundreds-of-millions-of-records scale.

- Designed in-house distributed web crawlers for dynamic, hard-to-reach sources with per-source parser pipelines.
- Built a distributed job dispatcher handling millions of background tasks a day — the backbone for ingestion, image processing, and re-indexing.
- Designed and built internal and user-facing REST APIs powering search, data retrieval, and ingestion — serving millions of requests a day across 100M+ records.
- MongoDB/MySQL schema design, event-driven queues, and async pipelines.

SEO & Discoverability Consultant

Appraiso · Remote · 2025 – Present

Pre-launch discoverability for an AI market-value iOS app across App Store, Google, and AI assistants. Built question-research-driven GEO content — natural-language query mapping (AlsoAsked, AnswerThePublic) and answer-first copy engineered to be the cited answer — plus ASO per vertical and a SoftwareApplication + FAQ schema baseline.

Senior Web Developer / Team Leader

ARK IT · Tirana, Albania · Jan 2006 – Sep 2011

Progressed from junior developer to team leader. Led successful delivery of a Swiss healthcare platform and a real-estate platform — architecture, PHP/MySQL, client communication.

Skills

Languages: TypeScript, Python, PHP, JavaScript, Node.js, SQL

Backend & APIs: REST API design, real-time data services, MongoDB, MySQL, Redis, AWS Lambda, Docker, Vercel, DigitalOcean, BigQuery

Crawling: Playwright, Cheerio, distributed crawlers

SEO / GEO: Programmatic SEO, canonicalization at scale, AI Overviews / GEO, JSON-LD & Schema.org, Core Web Vitals, GSC, GA4, Screaming Frog, Ahrefs, SEMrush

AI: ChatGPT / Claude / Gemini / Perplexity APIs, LLM grounding & consensus pipelines, RAG patterns

Education

M.Sc., Computer Science — University of Tirana, Faculty of Natural Sciences