

Seth Brasile

Engineer · IT/Security · Builder

Durant, OK · seth.brasile@gmail.com · github.com/sethbrasile · youtube.com/@byteMyCache · sethbrasile.com

I am an engineer who also spent the better part of a decade running enterprise IT and security, which means I build software and I have also been the person on the wrong end of the on-call line at 2am. Twelve-plus years across full-stack development, DevOps, and regulated-industry IT — casinos, healthcare, manufacturing, government. I codify, version, review, and secure the things most shops do by hand.

SELECTED HIGHLIGHTS

- ^a Architected BetterLife's members platform from zero — profitable in year one, funding a \$500K first-year donation to the Tim Tebow Foundation's anti-trafficking work.
- ^a Led the PrintNightmare response across a regulated MSP client base — escalated from PowerShell/GPO mitigations to eliminating traditional print servers entirely.
- ^a Led the Log4Shell (CVE-2021-44228) response across a regulated MSP client base — scripted detection and remediation to thousands of Windows endpoints during the zero-day window.
- ^a Hired and led a team of 6 engineers (frontend, backend, ML, UI/UX) — interviews, hiring decisions, technical direction, code review.
- ^a Managed 75+ direct reports at peak on the floor of the world's largest casino — scheduling, performance management, discipline, and Title 31 / IRS compliance enforcement.
- ^a Served two years as PCI-DSS subject-matter expert and lead audit preparer — designed an enterprise-wide live PCI device-tracking system across hundreds of POS devices.
- ^a Built a proof-of-concept MSP code-delivery + RMM platform in Go — cross-platform agent (Linux/Mac/Windows) talking to a server-side broker over gRPC + mutual TLS.
- ^a Designed and shipped policy-as-code AI governance for an agency — version-controlled CLAUDE.md set, declarative scheduled agents, per-repo opt-in, drift detection, secret-scan-on-push.

EXPERIENCE

Co-Founder · Solutions Engineer · Primary Developer

Oct 2025 – Present

[Prickly Pear Marketing Co \(PPMC\)](#) *Durant, OK*

Co-owned full-service marketing agency. I own the technical side — web, SEO, automation, internal tooling — and share agency leadership with partners.

- ^a Built the internal AI-tool governance + scheduled-agent system the partner team runs on.
- ^a Built and operate the web + SEO delivery pipeline used across client engagements.
- ^a Co-owner equity, P&L, and decision authority.

Founder · Solutions Engineer · Primary Developer

Sep 2024 – Present

[Tenor Creative LLC](#) *Durant, OK*

Solo shop that feeds engineering work into PPMC. Static sites for SMBs with a focus on technical SEO, performance, and accessibility.

- ^a Build static sites for small-to-medium businesses — technical SEO, performance, accessibility.
- ^a Built the tooling that lets one person deliver premium static sites at a low price point.
- ^a Own full P&L for the entity.

Senior Full-Stack Engineer · DevOps · Software Systems Architect

Mar 2023 – Present

[BetterLife](#) *Kihei, HI (remote)*

Founding engineer and architect for a small-groups ("pods") matchmaking platform — no off-the-shelf solution existed at the time. Built v1 from zero; led the v2 migration to cloud-native SaaS when the market caught up and the business pivoted. Q&A advisory since ~mid-2024.

- ª Designed and owned the entire v1 platform — frontend, backend, ML, databases, CI/CD.
- ª Hired and led a team of 6: 2 frontend devs, 1 backend dev, 1 senior frontend + UI/UX designer, 1 ML engineer.
- ª Built an R-based ML matchmaking system pairing users with pods that fit.
- ª Built the entire auth stack on Auth0 (Okta) — production SSO, MFA, full user lifecycle.
- ª Led the v2 migration to a cloud-native SaaS stack, deprecating most of the custom dev we had built — the right call once competitive tooling existed and the business pivoted to 1:1 coaching.

Nuxt · Vercel · FaunaDB · Stripe · PostgreSQL (Neon) · InfluxDB 2.0 · Heroku · Go · Grafana · Python · R · reticulate · Hetzner · Dokku/Docker

Centralized Services Automation Specialist (IT DevOps)

Jun 2021 – Mar 2023

[DKBinnovative](#) *Frisco, TX*

Designed and built cybersecurity + compliance automation across enterprise Windows/Linux/Mac fleets (2,500–3,200 endpoints) in healthcare and manufacturing.

- ª Daily PowerShell development for workstation and service-management tooling; built Go tools to orchestrate it and aggregate reporting data.
- ª Built a proof-of-concept MSP code-delivery + RMM platform in Go — cross-platform agent + server-side broker over gRPC + mutual TLS.
- ª Led PrintNightmare response across the client base — PowerShell/GPO mitigations, then eliminated traditional print servers entirely via centralized print management.
- ª Led the Log4Shell (CVE-2021-44228) response across the client base — scripted PowerShell, pushed via RMM, to scan thousands of Windows endpoints for vulnerable log4j-core JARs and remediate ahead of vendor patches (strip JndiLookup class / set LOG4J_FORMAT_MSG_NO_LOOKUPS).
- ª Migrated all delivered PowerShell to a GitHub source-of-truth model — scripts execute in-memory from raw URLs, removing the local-file tampering surface and forcing PR review.
- ª Compliance remediation against HIPAA / NIST / CMMC-adjacent scans supplied by a formal security team.
- ª Automated distributed enterprise Windows update/upgrade management; owned internal tooling and infrastructure.

Retail Systems Analyst

Oct 2016 – Jun 2021

[The Chickasaw Nation](#) *Ada, OK*

One of two go-to experts for all retail + PCI payment systems across a diverse property portfolio (hundreds of devices) — casinos, c-stores, gas stations, restaurants, boutique retail. The decision-maker the enterprise relied on for this domain.

- ª Two-year PCI-DSS subject-matter expert and lead preparer for PCI audits.
- ª Designed and implemented enterprise-wide payment + POS device tracking to enable PCI compliance.
- ª Led many retail-systems initiatives end-to-end as the domain specialist.

Co-Founder & Operating Partner (Real Estate)

2021 – Present

[Community First Investments](#) *50/50 partnership*

Real-estate investment partnership. Owner-side capital stewardship and full-lifecycle ownership — acquire, renovate, operate, exit.

- ª Acquired a distressed 12-unit apartment complex; led a multi-phase, to-the-studs renovation to fully renovated and fully occupied.
- ª Hired and managed the general contractor and subcontractors — hands-on throughout, not a passive investor.

Web Developer

Apr 2015 – Jul 2016

[Greeting Card Collection / Deep Space Robots](#) *Dallas/Fort Worth*

Frontend development in JavaScript / Ember.js.

- ^a Built a suite of tools letting clients build customized white-labeled greeting-card sites.
- ^a Hired directly by the Deep Space Robots client to continue building and maintaining.

Junior Web Developer

Sep 2014 – Apr 2015

[Koddi](#) *Fort Worth, TX*

PHP + JavaScript, junior full-stack on a lodging/booking/travel analytics and ad-management platform.

IT Client Services Technician

Jun 2012 – Aug 2013

[The Chickasaw Nation](#) *Southern Region, OK*

Remote and on-site IT support for 3,000+ users across 28 properties — frequently the lone on-site engineer, responsible for 20+ data centers and IDFs in rotation.

- ^a Full-stack ownership (OS, software, lifecycle) of hundreds of facility workstations; first-responder infrastructure support across the gaming floor.
- ^a PC imaging, deployments, Cisco VOIP, AD/Exchange, SCSM ticketing.

Electronic Gaming Floor Supervisor

Aug 2008 – Aug 2011

[The Chickasaw Nation](#) *Oklahoma*

Managed 75+ technical-support / customer-service reps at a time on the floor of the world's largest casino.

- ^a Real people-management — scheduling, performance management, hiring input, discipline.
- ^a Enforced federal Title 31 (AML reporting) and IRS withholding law daily; handled sensitive PII / 1099 / tax-prep flows.
- ^a Vendor + cross-department operations coordination.

PROJECTS & OPEN SOURCE

margin-check.com — Solo-built SaaS — ingests Etsy CSV exports and surfaces real per-listing profit margins after all fees. Pre-launch.

Next.js 16 · Cloudflare Workers (OpenNext) · Neon + Drizzle + Hyperdrive · Better Auth · Stripe · Inngest

potluck-planner.com — Solo-built event-coordination SaaS — passkeys/WebAuthn, OAuth, magic links, payments, email/SMS, 10 background job handlers. Production-ready.

Next.js 15 · Better Auth · Neon + Drizzle · Cloudflare Workers · Stripe · Resend · Twilio · Inngest

idea-machine — Team RAG with a dual-database privacy boundary by design — shared topics in Postgres, private topics in local SQLite that never touches shared infrastructure. Data classification enforced at the storage layer.

Python · Postgres (Neon) · SQLite · trafilaturation · yt-dlp · cryptography

ppmc-claude-routines-and-schedules — Group-policy-as-code for an agency's AI usage — declarative routines, version-controlled CLAUDE.md set, drift detection, dev-mode guards, pre-push secret scanning.

Bash · YAML · Claude Code · git

EZ Web Audio — Framework-agnostic Web Audio API wrapper; modern successor to ember-audio. Authored + maintained.

TypeScript · Web Audio API

Justice For Us — White House SXSL (2016) — Engineering contributor on an interactive sentencing exhibit at the White House South by South Lawn. Author of the open-source Web Audio library that powered its interactive elements. (TechCrunch credited the agency owner.)

JavaScript · Ember · ember-audio

MSP RMM Platform (DKB POC) — Cross-platform agent (Linux/Mac/Windows) + server-side message broker over gRPC + mutual TLS. Proof-of-concept replacement for traditional RMM tooling.

Go · gRPC · mTLS

Immutable Reverse-Proxy Edge — Fedora CoreOS immutable reverse proxy at the network edge, terminating SSL on the LAN side for IDS/IPS inspection. Deployed in production at DKB; documented in a 4-part series.

Fedora CoreOS · NGINX · fail2ban · Cloudflare

WRITING

- ^a [How To Run Multiple Dockerized, Proxied, SPDY'd, and Pagespeedified Ghost Blogs with 4 Commands](#) — Featured in the official Docker newsletter
- ^a [Protect Your Services with an Immutable Reverse Proxy, Fail2Ban, and Cloudflare \(4-part series\)](#) — Same architecture deployed in production at DKB
- ^a [Why Laravel Image Handling Still Sucks and How to Fix It](#)

SKILLS

Languages	TypeScript, JavaScript, PowerShell, Go, Python, PHP, R, SQL
Frontend / Web	Nuxt 3, Vue 3, Ember.js, React, Tailwind CSS, Web Audio API
Backend / Platform	Node / Express, gRPC / mutual TLS, REST / GraphQL, Better Auth, Stripe
Cloud / DevOps / Infra	Docker / Compose / Dokku, CI/CD (GitHub Actions), Cloudflare (Workers, Tunnels, DNS), Microsoft Azure, NGINX / reverse-proxy hardening, Immutable infrastructure
Enterprise IT / Sysadmin	Active Directory, Group Policy (GPO), SCCM / SCSM, Intune, ConnectWise Automate (RMM), M365 / Google Workspace admin, Okta / Auth0
Security / Compliance	PCI-DSS (2-yr SME), Title 31 / IRS, HIPAA, NIST / CMMC-adjacent, PrintNightmare response, Log4Shell response (CVE-2021-44228), Zero-trust ingress, IDS/IPS + split-brain DNS
Data / ML	R + Python (production ML), reticulate, Grafana, InfluxDB
Leadership	Hired + led 6 engineers, Managed 75+ reports, Code review / mentoring, Vendor management, P&L ownership

EDUCATION & CERTIFICATIONS

Mott Community College — Coursework

Lapeer East High School — High School Diploma (1999–2003)

CompTIA A+ — University of North Texas testing center (Feb 2015)

Programming for Everybody (Python) — University of Michigan (Coursera) (Aug 2014)

The Data Scientist's Toolbox — Johns Hopkins University (Coursera) (Aug 2014)