Matthew Edwards

Address: Encinitas, CA **Phone number:** 702 528 0664 **Email address:** matthew.ed@gmail.com

Dynamic and personable Software Developer and Sales Engineer with over 12 years of experience delivering scalable, internationalized web solutions and executing cloud migrations. With extensive business knowledge across multiple fields, I have collaborated on diverse projects alongside many developers, gaining a deep understanding of complex codebases and the ability to clearly explain technical concepts to others.

I led Priceline's rental car site expansion into multiple languages and modernized frameworks, significantly boosting global user engagement. Skilled in Python, JavaScript, AWS, and API integration, I also bring strong expertise in security and documentation. I offer innovative and efficient software design that drives growth and enhances user experience, committed to providing technical leadership and problem-solving value to forward-thinking companies.

Education

06/2005
Santa Clara, CA

Computer Engineering | B.S.
Santa Clara University

- Focus: Information Assurance & Computer Security
- Specialized in Cryptography, Network Security, and Data Management

Professional Experience

10/2021 – 07/2025
Remote, Remote

Senior Solutions Architect
PubNub Inc

Customer Engagement & Consultation:

- Led pre-sales and post-sales technical engagements with customers from startups to large enterprises, creating full-fledged demo sites and applications showcasing integration and usage of PubNub's real-time communication SDKs and API.
- Provided expert consultation on optimal SDK usage, design patterns, and architectural best practices across industries such as farming, mobile gaming, banking, and medical by developing and sharing clear technical guides and demos.
- Collaborated closely with customers to define and achieve their real-time communication objectives and project goals, ensuring smooth communication between customers and product teams.
- Assisted clients with pre-implementation planning and post-implementation optimization, maximizing the efficiency and value of their PubNub integration through detailed usage documentation and demo support.

Technical Communication & Documentation:

- Created and maintained comprehensive technical documentation, including demo application walkthroughs, to translate complex technical concepts into clear, accessible solutions for both technical and non-technical stakeholders.
- Actively contributed to PubNub's documentation library, enhancing resources related to API integration, SDK usage, and best practices.
- Represented PubNub at industry trade shows, effectively demonstrating the platform through live demos and clearly communicating both simple and complex technical concepts to a diverse audience.

Product Feedback & Development Support:

- Partnered with the development team by assisting in bug tracking and troubleshooting based on customer feedback and demo testing, contributing to the continuous improvement of PubNub's offerings.
- Acted as a key liaison between customers and product teams, gathering

Professional Experience

detailed feedback during technical discussions and demo presentations to inform product refinements.
- Engaged with prospective and existing customers in meetings, articulating technical solutions and real-time communication capabilities while addressing specific needs through demos and documentation.

02/2020 – 05/2021
New York, NY

Sales Engineer
eBrevia LLC

Technical Documentation & Support:
- Assisted with technical sections for RFP/RFI and vendor assessments for new and existing clients, developing and maintaining accurate technical documentation.
- Assisted customers on how to use and best utilize the API, providing clear instructions and documentation.
- Performed client and prospect demonstrations, often utilizing and creating supporting technical materials.

Client & Stakeholder Collaboration:
- Participated in security reviews and technical discussions with clients' IT and security teams, addressing security and product-related concerns with clear communication and documented solutions.
- Developed relationships with customers, sales, and product teams to facilitate solution improvements, fostering open communication and collaborative problem-solving.
- Shared sales and product insights and feedback with the product team to help drive new features and product updates, contributing to continuous improvement.

Product Coordination & Integration:
- Helped identify custom technical requirements and coordinated with the product team to ensure seamless information flow between sales and development.
- Worked with potential partner companies to create vertical integrations into the product, managing communication and documentation for successful partnerships.

Compliance & Audit Support:
- Collaborated closely with the parent company's compliance team to provide auditors with necessary proof during eBrevia's SOC2 audit, demonstrating strong knowledge of documentation and process adherence.

08/2013 – 11/2016
Remote, Remote

Independent Contractor/Freelance Software Developer
Myself

Site Design & Development:
- Collaborated with customers to quickly design, build, and deploy internal and external sites tailored for future business needs and consulting projects.
- Managed React and Python codebases to deliver responsive and efficient web solutions.

Server & Front-End Administration:
- Administered server environments and front-end code to meet customer requirements and ensure smooth site operations.

Cloud & Platform Utilization:
- Leveraged AWS, Google Cloud Platform, and Squarespace to support site hosting, scalability, and maintenance.

01/2017 – 08/2019
New York, NY

Senior Software Engineer/Lead Engineer
Priceline.com LLC

Enterprise Software Development & Leadership:

Professional Experience

- Led the front-end development team as the sole engineer managing both front-end and back-end collaboration to deliver enterprise-level solutions, driving internationalization (i18n) and localization (l10n) of the rental cars website—making it the first Priceline product to successfully expand into multiple foreign language markets
- Coordinated closely with the back-end team on migrating servers to the cloud, carefully analyzing impacts and benefits on internationalization efforts and overall system performance
- Directed front-end efforts in adopting lean software development practices, incorporating rigorous bug and test tracking to ensure high-quality, scalable releases
- Mentored and supported junior engineers to maintain and enhance the core product, strengthening team capabilities in complex, multi-framework environments

Multilingual & Framework Modernization:

- Spearheaded the transition of the rental cars website from Angular to a modern React/Redux framework, enhancing maintainability and internationalization support across multiple languages
- Developed proof-of-concept (POC) implementations of content management systems (CMS) tailored to support locale and language file management for diverse international markets

Stakeholder Collaboration & Communication:

- Presented comprehensive findings and strategic recommendations on internationalization best practices directly to the CTO and technical leadership, influencing broader adoption across company products
- Designed and implemented UI/UX features specifically targeted to optimize user experience and drive increased sales in international markets through localized interfaces

08/2013 – 11/2016
San Francisco, CA

Software/Web Developer & System Admin
Dealflicks Inc.

Full Stack Development & API:

- Small Team and Solo Developer building and maintaining the website on AWS services (EC2, S3, RDS, Elasticache, and more) using Python frameworks Tornado and Django as the core.
- Front-end development using multiple JavaScript libraries including jQuery, React, Twitter's Bootstrap 2 & 3, Twitter Typeahead, Require.js, and proprietary internal libraries, demonstrating full stack versatility in a small team startup environment.
- Developed the RESTful API in Go using the Revel framework, with API documentation managed through Apiary.
- Created a movie showtime feeder in Go leveraging NSQ to scrape websites or retrieve data via FTP, then inserting showtime information per theater into the database.
- Built the gift card product catalog system enabling the company to issue and sell gift cards directly on the website.

DevOps & Cloud Infrastructure:

- Managed deployments to AWS using Fabric, ensuring proper code, software, and configurations were installed on servers in a cloud-based startup setting with split-location teams.
- Set up a secure VPC and VPN connection for cloud-based staging environments to safely test with near-live data, emphasizing security and reliable network access across distributed teams.
- Automated key backend tasks with Celery, covering deal generation, email distribution, and website status monitoring in a startup environment requiring efficient solo operations.

Professional Experience

Partner & Mobile Solutions:
- Developed a web portal using the Java/Scala Play Framework for theater partners to track Dealflicks performance metrics and customize their hosted websites, supporting partner engagement.
- Performed Android app development to address minor bug fixes and conduct release testing within a small, agile team.

Innovation & Automated Marketing:
- Participated in a hackathon to create a proof-of-concept product enabling users to save movies to a personal "to see later" list by analyzing posters via websites or Google Glass camera, highlighting a startup culture of innovation and rapid prototyping.
- Developed an automated drip email campaign system targeting users based on specific criteria and timing to drive engagement.

10/2012 – 07/2013
San Rafael, CA

Software & Web Developer
Canara Inc. (formerly Intellibatt Inc.)

Network Infrastructure & IT Support:
- Built servers for company's co-location in Dallas and traveled onsite to install and set up the network
- Managed company's routers and firewalls (pfSense) to maintain connections between the co-location and main office
- Served as part of the internal IT team resolving issues including mailbox problems, phone malfunctions, and other computer-related challenges

Monitoring & Reporting Tools Development:
- Maintained the company's legacy NOC site to monitor and report on customer products, creating sites and scripts to keep the team and customers informed of product status
- Developed a new NOC site for continuous real-time alarm reporting and tools to manage alarms after database entry
- Built internal software tools for real-time system monitoring, cloud integration, and handling massive data streams

Data Collection & Database Management:
- Developed automatic scripts to discover and collect data from mini-computers on the network monitoring current flow of power lines, storing results in a database
- Maintained a large-scale database and executed queries for marketing, sales, engineering, and operations data needs

Collaboration & Communication Platforms:
- Created a site for field technicians, account managers, and customers to report installations, issues, and share relevant information efficiently across teams

Technical Competencies

– LANGUAGES

Python
Professional

Java
Professional

JavaScript
Professional

Go
Full

Scala
Full

C
Limited

Technical Competencies

– AI/MACHINE LEARNING

Large Language Models (LLMs)
Full

Prompt Engineering
Professional

Generative AI (GenAI)
Limited

Understanding of various training models
Full

Machine-Coded Projects (MCPs)
Full

– CLOUD & INFRASTRUCTURE

Amazon Web Services (AWS)
Professional

Google Cloud Platform
Professional

Apache
Professional

Tomcat
Limited

pfSense
Full

Github
Professional

Sentry
Full

Google Analytics
Professional

– SECURITY

Encryption (AES, SSL/TLS, RSA)
Professional

Network Design
Professional

Security Policies
Full

SOC 2 Compliance
Full

– OPERATING SYSTEMS

Windows
Full

Linux (Debian, Ubuntu, CentOS)
Professional

Mac OS X
Full

Android
Full

– DATABASE SYSTEMS

MySQL
Professional

Oracle
Limited

NoSQL
Professional

Memcache
Full

MongoDB
Full

Redis
Professional

Postgres
Full

– CUSTOMER & SALES ENABLEMENT

Salesforce
Professional

Atlassian Suite (JIRA, Confluence)
Professional

RFP/RFI assessments
Professional

Troubleshooting Customer Problems
Professional

API Knowledge
Professional

Strong Communication
Professional