

# MATTHEW ELLER

Software Engineer / Web Developer

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## PROJECTS

### CommonContext

http://www.commoncontext.info

Common Context is a Ruby on Rails web app that seeks to address the lack of diversity in tech by matching aspiring developers and mentors based on their demographic context

- Contributed to controller logic and user flow of the appointment scheduling and matching process
- Project managed team task delegation, and used Agile workflow to maintain daily norms, and regular check-ins
- Relied on the LinkedIn API, OAuth 2, SimpleCalendar Gem, MailGun Gem, JavaScript, jQuery, Ajax, ERB, and Postgresql

### WikiJam

https://thawing-taiga-31432.herokuapp.com/

WikiJam is a fun Ruby on Rails project that clones the multi-user experience functionality of Wikipedia, but built for 1996's SpaceJam

- Developed the MVP of the controller logic and user authorization
- Developed front-end experience for article submission
- Established team norms based on Agile practices

## EXPERIENCE

### Marketing Operations, Growth Manager

Zenefits Feb 2014 - June 2016 San Francisco

- Implemented data completeness and quality model and increased quality by 20% from the baseline in the prior 12 months
- Managed vendor, contractor, and partner relationships and led contract negotiations totalling 1/3 of my team's annual budget
- Grew and maintained a prospect database from the low thousands to 4MM at 2MM unique companies
- Developed and deployed our first channel campaigns
- Utilized Salesforce Excel and SQL for extensive reporting analysis of the prospect database

### Sales Development Representative

Zenefits June 2013 - Feb 2014 San Francisco

- Was the company's first SDR
- Rapidly iterated, tested, and optimized active campaigns to meet ever increasing monthly goals
- Implemented marketing and qualified lead generation strategies that became the basis for building our SDR team which grew to be 200+
- Trained two SDRs that replaced me

### Paralegal

Minami Tamaki Feb 2009 - Dec 2012 San Francisco

- Led trial prep at least once a year and maintained a perfect track record of always receiving a positive verdict or settling out of court
- Drafted discovery, interrogatory responses, motions in limine, deposition summaries, and demand letters

## SUMMARY

Software developer experienced in the Web Stack on Rails and an interest in machine learning and AI.

Former digital marketer with a deep understanding of internal tooling with a passion for team and bridge building.

## SKILLS

### Proficiency

Ruby

Rails

JavaScript

jQuery

HTML

CSS

Ajax

SQL

Git

RSpec

Salesforce

Lead Generation

Marketo

TDD

Marketing

### Exposure

SASS

Materialize

Python

Angular 2

## EDUCATION

### Dev Bootcamp

Full Stack Web Development

### UC Santa Cruz

BA, History

## PASSIONS

AI, Electric Vehicles, The Future, etc.

Photography

Cycling

Sailing

Dogs