

Matthew L. Holden

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Experience (Chronological)

Director of Research and Development	January 2008 - Present
Applied Media Technologies Corporation	Clearwater, FL
Product Development Responsibilities: <ul style="list-style-type: none">• Manage development team of on-site and globally-distributed engineers• Oversee OEM sound equipment manufacturing, including design and testing• Write specification documents for engineering teams to implement new products• Develop and troubleshoot Atmel-based digital media player devices• Conduct training seminars for AMTC employees on new products and procedures• Participate in corporate-level pre-sales conferences to introduce new products• Oversee and provide escalation path for technical support on new product lines	
Internal Support Responsibilities: <ul style="list-style-type: none">• Analyze business practices for efficiency and develop procedural solutions• Develop and maintain SQL-driven applications in Java through complete life cycle• Conduct code reviews of subordinate developers to improve performance• Author user- and administrator-level documentation for products and applications• Design and maintain all AMTC web sites, including corporate intranet• Administer Access and SQL Server databases, including B2B data transfers• Assist in planning and implementation of internal telecom/network structure	
Technical Director	May 2007 - Present
Darkened Sky Studios	Groton, MA
Responsibilities: <ul style="list-style-type: none">• Lead globally-distributed team of software developers, artists and designers• Write specification documents for new applications• Design and develop the Slage Framework in Java and PHP• Design video game software• Participate in various business-management tasks of startup game studio	

Director of Marketing and Public Relations

January 2006 - December 2008

Applied Media Technologies Corporation

Clearwater, FL

Responsibilities:

- Co-author and implement annual public relations / marketing plan
- Author and distribute press releases
- Solicit magazines to run stories and press releases regarding AMTC
- Write feature articles for trade publications
- Serve as public contact for interviews, press inquiries, etc.
- Coordinate development and execution of corporate marketing partnerships
- Author proposals for corporate product rollout bids
- Conduct market research to determine viability of new special programs
- Create marketing materials using Office, OpenOffice, and CorelDraw
- Distribute marketing information using automated fax and voicemail software
- Design graphics and displays for trade shows and events
- Coordinate advertising, planning and logistics for trade shows nationwide
- Track sales representatives' activity using telephone system reports
- Assist sales representatives in designing sound systems for customers
- Solicit testimonials from satisfied customers
- Research and register trademarks for intellectual properties
- Supervise team of up to seven people
- Participate in planning and implementation of new satellite offices
- Utilize customer relationship management tools such as GoldMine
- Screen and interview applicants for sales and administrative positions
- Train all new hires in product knowledge, facilities, tools and regulations
- Serve as liaison with business division of partner Sirius Satellite Radio

Training Received:

- CRM applications (GoldMine)
- Automated fax software (Copia FaxFacts)
- Automated voicemail software (RSVP)
- Print advertising layouts

Information Technology Manager

January 2001 - May 2003

Holden & Associates Investigations

New Port Richey, FL

Responsibilities

- Purchased, maintained, and trained employees in use of all computer equipment
- Created and maintained company Web site, www.holdenpi.com
- Performed data recovery, gathered evidence from subjects' computers
- Created databases in Microsoft Access to store client and subject data
- Designed, targeted and produced most of the company's advertising

Training Received

- Trained in loss-prevention tactics in a major corporation environment
- Licensed as a private investigator (Florida Class CC license)

Technical Support Representative

February 2000 - January 2001

Internet Junction Corporation

Oldsmar, FL

Responsibilities

- Authored and tested in-house applications and tools in Visual Basic
- Authored complete training manuals for technical support department
- Wrote how-to articles for customers explaining common Internet activities
- Tested Java, HTML, and Microsoft Access utilities and applications
- Assisted in designing Java applications to maintain customers and servers
- Provided telephone customer service with technical issues
- On-site repair and support in customer's homes

Training Received

- Trained in functionality of Web, mail, and FTP servers
- Trained in maintenance and setup of ATM and frame-relay DSL

Sales Associate

June 1999 - December 1999

Bentley's Luggage and Gifts

Port Richey, FL

Responsibilities

- Made cash and check deposits at the bank after closing
- Maintained a personal clientele; contacted customers about new promotions
- Operated and helped maintain computerized cash register
- Performed shipment receiving and stocking tasks
- Designed display layouts
- Assisted in opening and closing of store

Training Received

- Completed The Friedman Group's **Project Gold Star In-House** retail training
- Participated in district-wide sales workshops with store managers

Business Machines Sales Associate

February 1998 - August 1998

Staples

Port Richey, FL

Responsibilities

- Sold and demonstrated computers and other business machines
- Operated computerized cash register
- Performed shipment receiving and stocking tasks
- Designed display layouts for endcaps

Achievements

- Consistently surpassed sales goals by upward of 1,200%

Training Received

- Trained in use of professional print shop equipment (copiers, etc.)

Technical Support Representative	March 1996 - May 1997
Internet Media Services	Hudson, FL
Responsibilities	
<ul style="list-style-type: none"> • Customer service and troubleshooting via telephone and hands-on • On-site repair and support in customers' homes • Reception work, including new account sign-ups and payments • Created recordkeeping software to maintain customer support logs • Assisted in preparation and delivery of computer training classes 	

Volunteer Experience (Chronological)

Web Developer	May 2007 - Present
Carrollwood Players Theatre	Tampa, FL
<ul style="list-style-type: none"> • Develop and maintain PHP / MySQL web site for community theatre • Integrate other technologies, including credit card transactions • Assist with marketing and advertising of theatre events 	

UO Stratics / Stratics Central Reporter	December 2005 - Present
Stratics	http://uo.stratics.com
<ul style="list-style-type: none"> • Attend, observe, and document in-game community events for Ultima Online • Write HTML-formatted articles covering in-game activities and interest stories • Assist event coordinators in setup, tear down, and moderation of events • Serve as liason between Stratics (the official UO community website) and players • Report on gaming hardware news and other topics for Stratics Central • Assist players on Stratics' IRC servers 	

Information Technology Specialist	September 1994 - June 1998
Ridgewood High School	New Port Richey, FL
<ul style="list-style-type: none"> • Served as primary technician for over 100 desktop PCs • Maintained current security patches, virus definition files, etc. • Performed hardware and software troubleshooting • Created images of desktop configurations and restored for new classes 	

Major Projects

Eos Music for Business

Eos Music for Business

November 2008 - September 2009

Internet-Based Business Music Service

Team Size: 4

Eos Music Corporation was developed in a startup-like atmosphere within Applied Media Technologies Corporation over the period of ten months. The service delivers independent-label music to customers worldwide via the Internet to two distinct models of physical player device, the Eclipse and the Horizon. The system is controlled via a low-level artificial intelligence application named Dawn. Each separate module of the Eos service is described separately below.

In addition to spearheading technical implementation, my project management responsibilities also included naming the service and each of the 50+ channels, negotiating with musicians and record labels, helping to craft the standard licensing agreement, commissioning the logo, developing pricing structures, registering trademarks, and other tasks.

Dawn

Artificial Intelligence Control Software

Java SE 6.0

Channel Playlist Generation

- Constructs daily playlists for each of over 50 channels
- Guarantees 12.5% new music content each day in each channel
- Ensures holiday-themed songs only play during appropriate periods
- Supports mix-channels to allow customers to create custom channels

Customer Playlist Generation

- Selects the appropriate music channel for each player zone and daypart
- Inserts customer-specific advertisement messages on the configured interval
- Configures customer-set options such as volume and random play settings
- Enforces territory restrictions to comply with license agreements

Music Licensor Management

- Generates monthly reports to each licensor detailing music played
- Calculates license fees due to each licensor and each artist individually
- Sends master reports to AMTC accounting staff to trigger license fee payments
- Generates reports on-demand for licensors to track their music's play time

Customer Accounting Support

- Auto-invoices customers when subscription nears expiration
- Auto-terminates customers when subscriptions expire

Eos Horizon

Store-and-Forward MP3 Player

Atmel AVR / VLSI

- Derived from existing RemoteLink IP hardware
- Provides simultaneous playback on two audio zones
- Synchronizes nightly with central server for content updates
- Implements FAT32 with custom error checking on SD card

Eos Eclipse

Digital MP3 Player

Atmel AVR / VLSI

- Derived from existing iQueue III hardware
- Provides music and messaging playback from SD card
- Includes custom PC software for card synchronization

AMTCMessaging.com

Web-Based Customer Interface

ASP.NET 1.1

- Interface changes depending on customer's player type
- Allows customer to set messaging playlist and player settings
- Provides administrative back-end for program implementation
- Allows customer to clone configuration to multiple players
- Provides dynamic user-definable fields to sort players for cloning

Eos Importer

Programming Software

Java SE 6.0

- Reads ID3 tags from MP3 files and inserts song info to database
- Allows staff to assign songs to one or more channels
- Triggers reporting for licensors upon request

EosMusic.com

Marketing Website

PHP 5

- Provides support information and downloads for existing customers
- Includes dynamic channel guide and content information pages
- Provides product information and ordering instructions

EosArtists.com

Music Licensing Website

PHP 5

- Provides Web forms for musician signup
- Included setup and maintenance of Eos social networking accounts
- Informs potential licensors of fees and structures

Darkened Sky Studios

Slage July 2005 - Present

Java-Based Dynamic Definition Framework Team Size: 6

- Introduces dynamically-defined data types using PostgreSQL for data definition
- Provides automatic marshalling of data to and from PostgreSQL and XML
- Provides dynamic method declaration using small "handler" classes
- Implements SOAP-style client-server messaging system backed in SQL and XML
- Scales easily using Erlang-style concurrency
- Allows for multiple client types to interact in the same program instance
- Provides support for high-level game modules like guilds and achievements
- Includes secure object transaction system with trading, auctions, and store
- Supports full localization of all client-visible text
- Expands BBCode to provide markup to describe objects in user communications
- Provides community support package, including chat, forums, IM, and buddy list

Chron X 2 May 2007 - Present

Online Collectible Card Game Team Size: 3

- Uses Darkened Sky's Slage Framework to implement engine
- Re-imagines the world's first online collectible card game
- Provides over 1,200 unique cards for users to experiment with
- Includes numerous world maps for clients to interact on
- Administers tournaments automatically using built-in ranking engine

Applied Media Technologies Corporation

RemoteLink IP

Store-and-Forward Digital MP3 Player

Atmel AVR / VLSI

- Plays MP3 music and messaging content on two audio zones simultaneously
- Provides music and messaging playback from SD card
- Implements FAT32 with custom error prevention for low-power processors
- Synchronizes nightly with server via Internet over port 80 to update content
- Implements firmware bootloader for auto-updates

Mnemonix

Video Training Application

Java SE 5.0

- Plays video files using Java Multimedia Framework
- Subjects broken up into chapters and sections
- Displays randomized quiz based on the video shown to the user
- Records user's answers for later review
- Emails user's manager with quiz results
- Saves managerial time in training new associates

Special Programs Manager

Sales and Marketing Front-End

Java SE 6.0

- Provides a front-end for editing numerous SQL tables
- Keeps a change log and emails management when changes are made
- Modifies AMTC web sites to update promotional material and specials
- Implements user access control list for per-task permissions
- Communicates with Copia FAXFacts to fax marketing literature
- Reads, checks for duplicates, and merges Microsoft Access databases
- Generates marketing literature from HTML templates on demand
- Uses JIMI API to manipulate and render PCX fax images
- Saves approximately 50 man-hours per week

AccuMetrix

Automation and Reporting Software

Java SE 6.0

- Runs reports and other scheduled tasks on recurring schedule
- Integrates five Microsoft SQL databases, MS Access and other data sources
- Saves approximately 30 man-hours per week

Sound System Wizard

Decision Tree Application

Java SE 6.0

- Reads sound system catalog and branching questions from XML
- Provides wizard-style interface that can be read to customers
- Based on decision tree, determines appropriate products to quote
- Implements user access control list for per-task permissions
- Permits entry-level sales associates to quote complex sound systems

Academic Projects

Guardians of Neverwood

Apr 2004 - July 2004

3D Action/Adventure Game

Team Size: 3

- Created graphics pipelines and special effects in both Direct3D and OpenGL
- Authored animation system using Direct3D and the D3DX libraries
- Programmed input module in DirectInput with force feedback and action maps
- Designed and implemented user interface and menu system
- Served as project lead; handled all scheduling, paperwork and task assignment
- Authored design and technical design documentation
- Set up and maintained code base using SmartCVS for source control
- Designed project Web site

Links:

GuardiansOfNeverwood.com

Downloads:

[Latest build from GuardiansOfNeverwood.com](#)

[Saved game that unlocks all the extra features](#)

[Design documentation](#)

Castlevania: Waltz of Woe

January 2004

2D Side-Scrolling Adventure

Team Size: 4

- Authored design documentation
- Served as project lead; handled all scheduling, paperwork and task assignment
- Created parallax scrolling tile engine and editor using Direct3D's sprite library

Downloads:

[Design package, including documentation, mock-up, and Powerpoint slides](#)

Skills

Development Skills

Java

- Java Standard Edition 1.4 through 6.0
- junit (Automated Unit Testing)
- log4j (Logging)
- JDOM (XML / Document Object Model)
- Smack (XMPP / Jabber messaging protocol)
- EnterpriseDT edtFTPj (FTP protocol)
- ROME (RSS/ATOM feed manipulation)
- JavaMail (SMTP/POP3/IMAP email support)
- AWT and Swing (GUI)
- JOGL (OpenGL graphics implementation)
- JDBC (Java SQL connectivity)
- Chilkat Zip (File compression)
- JIMI (image manipulation)
- Java Multimedia Framework (audio/video support)
- Various audio processing APIs (JavaSound, jVorbis, Tritonus, JID3, etc)

C / C++

- DirectX 9.0 and 10.0 (audio/video, peripheral input)
- OpenGL (2D/3D graphics)
- OpenAL (audio)
- FMOD (audio)
- EA/Criterion RenderWare (middleware engine)
- Microsoft Foundation Classes / Win32 GDI (GUI)
- Socket programming
- Standard Template Library

SQL Relational Databases

- Microsoft SQL Server 7.0 and up
- MySQL
- PostgreSQL
- TSQL

Web Design

- Design World Wide Web pages using HTML 4.0, including CSS
- Create, maintain, and syndicate RSS 1.x and 2.0 feeds
- Create dynamic Web content with Java Server Pages and PHP
- Utilize JavaScript to create interactive page content
- Use Adobe Flex 3 and ActionScript 3 to create interactive content
- Employ visual, "drag-and-drop" HTML editors such as Microsoft FrontPage

Development Tools

- Employ IDE software, including Visual Studio, Dev-C++, Eclipse and NetBeans
- Navigate source control repositories with CVS, Subversion, and diff checkers
- Create Gantt charts and schedules with Microsoft Project

Information Technology Skills

Information Technology

- Establish, implement, and maintain TCP/IP networks
- Operate Web, email, and DNS servers
- Administer Microsoft SQL Server 2000 servers
- Build, upgrade, troubleshoot, and repair PCs
- Provide helpdesk service and technical support
- Operate most forms of office machinery, including copiers, FAX machines, etc.
- Operate computerized point of sale terminals
- Use video equipment, including cameras, editing stations, and receivers
- Type at an average rate of 95 words per minute

Software Usage

- Utilize productivity suites, including Microsoft Office and Sun OpenOffice
- Create Gantt charts and schedules with Microsoft Project
- Navigate and troubleshoot Windows 3.1, 95, 98, ME, NT, 2000, XP, Vista
- Navigate Mac OS-X and Linux (Gnome/KDE) machines
- Create and manipulate basic models using Alias/Wavefront Maya
- Use customer relationship management (CRM) applications such as GoldMine
- Manipulate documents using Corel Draw and Adobe Acrobat
- Edit digital images using Corel Paint Shop Pro, Corel PhotoPaint, Paint.NET, etc.
- Operate automated mass-fax software such as Copia FaxFacts
- Utilize mass-voicemail software, including RSVP

Communications Skills

Communications and Linguistics

- Speak conversational Spanish
- Create design documentation for games and other software
- Plot data flow diagrams and flowcharts
- Author training manuals for departments and procedures
- Write instruction manuals for end users of software
- Generate "how to" articles
- Copy writing for magazine and Web articles
- Photojournalism and caption-writing
- Create page and spread layouts for publication

Education and Certifications

Academics

Associate of Science in Game Design & Development		June 2004
Full Sail University		Winter Park, FL
Achievements		
<ul style="list-style-type: none">• Maintained perfect attendance throughout degree program• Graduated fourth in class• Served as team leader on numerous team projects		
Involvement		
<ul style="list-style-type: none">• Student member, International Game Developers Association• Served as motivational speaker for first-month students		
Course Breakdown		
3D Content Creation	93.43%	Gaming Project 90.00%
Artificial Intelligence	99.93%	General Design Fundamentals 94.54%
Asset Production	93.00%	Immersive Multiplayer Gaming 91.70%
Business Communications	100.0%	Introduction to the Media Arts 99.40%
C++	92.25%	Media & Society 99.70%
Cognitive Development	Exam	Physics & Math 92.60%
Computers, Math & the Internet	Exam	Real-Time 3D Programming 88.92%
Console Development	90.46%	Rules of the Game 100.0%
Data Structures	100.0%	Structure of Game Design 94.07%
Entertainment Business	100.0%	Structure of Game Production 83.25%
Fundamentals of Windows Programming	100.0%	
Overall Grade Point Average:		95.02%

Associate of Arts	July 2004
University of Central Florida	Orlando, FL
<ul style="list-style-type: none">• Coursework focused on computer engineering• Pledged the ACACIA Fraternity	

Information Technology Training	Oct - Dec 2004
Aspen University / Hands-On Technology Transfer	Chelmsford, MA
<ul style="list-style-type: none">• Java Programming• Developing Java GUIs Using Swing• SQL Programming and Relational Database Design• Microsoft SQL Server for Administrators and Developers	

Achievements

- 1998: Graduated with "highest honors"
- 1998: National Merit Scholars Award
- 1996: Who's Who Among High School Science Students
- 1996: Ridgewood HS Most Outstanding Student in Science
- 1995: NASA Scientific Achievement Award
- 1995: U.S. Marine Corps Scientific Achievement Award
- 1995: Hewlett-Packard Science Technology Award
- 1994: Student of the Year in History

Competitions

- 1998: ACM Programming Challenge 6th (team captain)
- 1996: Pasco FBLA Computer Concepts 1st
- 1995: Pasco FBLA Computer Concepts 2nd
- 1995: GTE Television Production Contest 2nd (audio engineer)
- 1995: Ridgewood HS Science Fair 1st (Best of Fair)
- 1995: Pasco County Science Fair 1st
- 1995: U.S. Dept. of Energy Science Bowl (team captain)
- 1994: Pasco History Bowl 1st (team captain)

Involvement

- Maintained business department computer labs as a volunteer
- President, Ridgewood Science Club
- Founder/President, Ridgewood Gaming Convocation
- Member, Ridgewood Forensics Club
- Yearbook Staff Writer and Photographer
- Member, Future Business Leaders of America
- Member, Students Against Driving Drunk

Overall Grade Point Average: 3.65**Certifications****CompTIA A+® Certification**

February 2001

Computing Technology Industry Association

- Install, maintain and repair computer equipment

Project Gold Star In-House™ Certification

November 2000

The Friedman Group

- Trained in all facets of retail sales and customer service
- Selected to participate in managers-only district workshop

References

A Word About References...

A crucial part of any portfolio is the reference section, a collection of contact information for individuals that will vouch for the applicant's ability to do the job. That said, I've wrestled with the question of whether or not to post my reference page here, along with the rest of my portfolio. Out of respect for the privacy of those who are willing to put their reputations on the line for my sake, I have chosen not to post their contact information publicly here.

If you represent a company that is considering employing me, or have any other legitimate need to contact my references, please [send me an email](#). I will be more than happy to forward my reference page via email at my first opportunity.

Thank you for your understanding in this matter.

- Matt Holden