

Matt Holden
(727) 470-5511

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Technology Skills:

Programming:	Java/J2EE, JavaScript, jQuery, PHP, C, C++, VBScript/VBA, HTML5
Testing/Building:	HP QuickTest Professional, Jenkins, Ant
Major Libraries:	ODBC/JDBC, DirectX, OpenGL, Hibernate, Jasper Reports, Stripe, USA ePay
Back End:	PostgreSQL, MySQL, Microsoft SQL, Tomcat, CentOS, Windows, cPanel
Tools:	Eclipse, Visual Studio, SVN, Git, numerous bug trackers/ticket systems
Documentation:	Javadocs, test plans, flowcharts, specifications, user manuals, Gantt charts

Marketing and Communication Skills:

Publishing Tools:	Microsoft Office, LibreOffice/OpenOffice, Corel
Customer Relations:	RFP/RFQ authoring, national relationship management, rollout coordination
Social Media:	Manage Facebook pages/groups, Twitter profiles and lists, Reddit groups
Public Relations:	Author press releases & advertorials, construct press kits, give interviews
Advertising:	Create print/Web ad layouts, direct mail/email, Google AdWords
Trade Shows:	Design and maintain trade show displays, travel logistics, exhibit at shows
Linguistics:	Excellent written and verbal communication in English and Spanish

Relevant Work Experience:

Indie Game Alliance	Executive Director	(2014 >> Present)
* Build an international network of marketing reps serving over 130 distinct independent game studios		
* Consult on crowdfunding campaigns from pre-launch through fulfillment		
* Offer game design consulting to improve gameplay and reduce manufacturing costs		
* Co-designed tabletop game Tavern Brawl and helped manage its 2000%-funded Kickstarter campaign		
* Design and maintain SSL-secured PHP5/jQuery web sites		
* Perform copy editing on manuals and game components for grammar and rules clarity"		
* Perform game demos and networking while exhibiting at major gaming conventions		

SmartWerks USA	Software Developer	(2011 >> 2015)
* Developed point-of-sale/business management suite in J2EE/Tomcat		
* Constructed module for generating, validating, and tracking gift cards and gift certificates		
* Developed automated JavaScript/Rhino test scripts, replacing QuickTest Pro platform		
* Wrote proposals, specifications, test plans, and code documentation on all new/changed modules		
* Utilized Jenkins, Ant, PMD, and other development tools to improve code quality		
* Built module to conduct performance testing/monitoring; optimized under-performing sections of code		
* Implemented PostgreSQL queries and functions to build new modules and improve performance		

Applied Media Technologies Corporation	Director of Technology	(2008 >> 2011)
<i>Director of R&D and Technology</i>		
* Led R&D, technical support, customer service and IT teams while contributing code on a daily basis		
* Designed and delivered Eos (Internet-based music service) from concept to market as project lead		
* Authored AI-driven DJ software in Java to program hundreds of music channels daily		
* Developed Java marketing console for lead tracking/assignment, campaign management		
* Developed automated shipping, order processing, accounting, and HR modules in Java/PHP		
* Designed and implemented automated Java/MSSQL reporting suite with 100+ customized reports		
* Designed, tested, supported, and oversaw manufacturing of AVR-based Internet MP3 player devices		
* Streamlined 9 SQL/Access data silos into a single, relational, 124-table Microsoft SQL Server database		
* Performed a complete data center retrofit, migrating over 20 servers and adding redundancies		

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Relevant Work Experience (continued):

Applied Media Technologies Corporation Director of Marketing (2006 >> 2011)

- * Built marketing department from scratch, encompassing advertising, PR, trade shows, national rollouts
- * Authored over 30 RFP/RFQ, several of which resulted in nationwide sales agreements of \$250k+
- * Increased sales year-over-year by more than 40% in first year as marketing manager
- * Managed inventory run rate and OEM product fulfillment, ending a chronic backorder problem
- * Trained all new hires in sales tactics and product knowledge

Darkened Sky Studios Founder (2007 >> Present)

- * Built J2EE web service game framework with XML/JSON REST APIs, Tomcat/PostgreSQL back end
- * Design tabletop card game loosely based on Scrabble and poker
- * Re-design Chron X digital collectible card game for use on the web (project eventually canceled)

Hands-On Technology Transfer Programming Instructor (2004)

- * Taught C, C++, Java and SQL to new coders and those migrating from other languages in a lab setting
- * Edited training materials for accuracy and spelling/grammar errors
- * Assisted in development of internal tools in Java

Relevant Education and Certifications:

Full Sail University

Associate of Science in Game Design & Development

- * Studied C/C++, DirectX, OpenGL, MFC/Win32, AI, and network programming
- * Served as project lead on two group game projects: a 2D side-scroller and a 3D adventure game
- * Authored design documents, code standards, interface specifications and task schedules
- * Graduated fourth in class with perfect attendance throughout degree program

Aspen University

- * Java Programming
- * SQL Programming and Relational Database Design
- * Microsoft SQL Server for Administrators and Developers

University of Central Florida

Associate of Arts

- * Completed coursework focusing on computer engineering and software development

A+ Certification

- * Covers IT repair and support

Friedman Project Gold Star Certification

- * Covers all facets of sales: product placement, sales tactics, overcoming objections, value-adds, etc.

References are available upon request.