

Matt Hulme

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github.com/matt-hulme (personal) github.com/mhulme-travelpassgroup (previous work)

EXPERIENCE

Applied AI Engineer, *Travelpass Group*

(Apr 2025-Present)

- Conceptualized, designed, and built Asset Frequency Report, which analyzes millions of Google Ads assets and derives their relative efficiency, driving data-driven copy optimization decisions across all campaigns
- Developed AI-powered ad copy generation and fully automated address/name shortening tools
- Lead product development and team management for AI automation initiatives
- Stack: Python, LangChain, LangSmith, OpenAI API, Google Ads API, AWS Lambda/S3, Snowflake, Tableau

Associate → Junior → FE Software Engineer, *Travelpass Group*

(Feb 2024-Mar 2025)

- Shipped Lists, a collaborative travel recommendation tool
- Developed personalized Dashboard Feed, showing follower activity and List updates
- Implemented redesigned Profiles page, improving load times and overall UX
- Maintained reusable UI component design system
- Stack: TypeScript, React, GraphQL, HTML/CSS, Tailwind, AWS, Git/GitHub

Paid Search Specialist, *Travelpass Group*

(Jul 2023-Feb 2024)

- Built custom Python scripts for Google Ads API automation (ngrams analysis, RSA reporting)
- Created GPT-enabled Google Sheets automating daily SEM tasks
- Improved profitability of key international account by 195% YoY

Junior SEM Specialist, *Travelpass Group*

(Jul 2022-Jul 2023)

- Entry role managing search engine marketing campaigns and keyword optimization

Daily Fantasy Sports Analyst, *Self-employed*

(2017-2022)

- Developed systematic data analysis and research processes
- Achieved 800% ROI through statistical modeling and risk management
- Managed large-scale data filtering and optimization strategies

The Foot Hammock - Founder/CEO, *Self-employed*

(2014-2017)

- Invented and patented The Foot Hammock, a heated hammock for your desk
- Raised \$113,000 in 33 days on Kickstarter
- Shipped product to 3,000+ customers worldwide
- Generated additional \$80,000+ revenue through digital marketing

TECHNICAL SKILLS

AI & Data: Python, LangChain, LangSmith, OpenAI API, N8N, SQL, AWS Lambda/S3, Snowflake

Frontend & Full-Stack: React, TypeScript, GraphQL, HTML/CSS, Tailwind

Marketing & Analytics: Google Ads API, Bing Ads, Google Analytics, Tableau

EDUCATION

Brigham Young University - Bachelor of Science, Business Management (entrepreneurship emphasis) (2016)