

# Matt Hulme

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[github.com/matt-hulme](https://github.com/matt-hulme) (personal) [github.com/mhulme-travelpassgroup](https://github.com/mhulme-travelpassgroup) (previous work)

## EXPERIENCE

### Applied AI Engineer, *Travelpass Group*

(Apr 2025-Present)

- Conceptualized and built Asset Frequency Report analyzing millions of Google Ads assets to derive efficiency metrics, driving data-driven copy optimization 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
- Tech: Python, LangGraph, OpenAI API, Google Ads API, Microsoft Ads API, AWS Lambda/S3, Snowflake, Tableau

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

(Feb 2024-Mar 2025)

- Built and shipped Lists feature, 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
- Contributed to and maintained reusable UI component design system
- Tech: TypeScript, React, GraphQL, HTML/CSS, TailwindCSS, AWS

### Junior SEM Specialist → Paid Search Specialist, *Travelpass Group*

(Jul 2022-Feb 2024)

- Built custom Python scripts for Google Ads API automation
- Created GPT-enabled Google Sheets automating daily SEM tasks
- Improved profitability of key international account by 195% YoY
- Managed 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 and an additional \$80,000 through digital marketing
- Built end-to-end product supply chain, manufacturing, and global distribution to 3,000+ customers

## TECHNICAL SKILLS

**Languages:** Python, TypeScript/JavaScript, HTML, CSS

**Frontend:** React, TailwindCSS, shadcn/ui, Vite

**Backend:** FastAPI, Express.js, GraphQL, Rest APIs, Firebase

**AI & Automation:** LangGraph, LangSmith, OpenAI API, n8n/make.com

**Data & Analytics:** SQL, Snowflake, Google Analytics, Tableau, Google Ads API, Microsoft Ads API

**Cloud & Infrastructure:** AWS (Lambda, S3)

## EDUCATION

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