

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-Sept 2025)

- Conceptualized and built Asset Frequency Report analyzing tens of 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)