

MATHIEU PHEULPIN

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EXPERIENCE

MARIN SOFTWARE

San Francisco, CA and Paris, France

Staff Software Engineer, Architect

February 2015 to current

Full-stack software architect leading a team of 10 engineers; responsible for the continued development of social advertising capabilities within the Marin Software cross-channel platform

- Leadership
 - Mentored junior software team to improve software design; initiated development of several features by team and reviewed progress on a daily basis, gave daily feedback and final approval
 - Served as the key point of contact between all San Francisco teams and senior management in France; steered planning and prioritizing engineering activities
 - Trained the team to understand and effectively apply SOLID principles
 - Implemented new development process that significantly reduced bugs and increased engineer productivity
- Code Design/Microservice Architecture
 - Led the switch from MongoDB to Hadoop Platform (HBase, Apache Phoenix, Presto); built a new ORM and reworked the entire app to integrate with Hadoop
 - Built an extensible service that plugs in with 3rd party cloud services and enables users to import multimedia content as campaign assets (images/videos)
 - Architected a rule engine allowing actions to be triggered based on expression evaluation
 - Applied different design patterns making the code more sustainable and maintainable
- Performance Optimization
 - Optimized several backend processes using proven techniques (e.g. async with Apache Kafka, smarter triggering vs cron), improving scalability and performance across all metrics
 - Refactored OLAP database by denormalizing facts, migrating historical data, and redesigning the ETL pipeline to improve query speed
 - Designed and implemented a log tracer across microservices relying on ELK, which improved full stack monitoring capabilities, making it easier to identify bottlenecks
- Database Design and Analysis
 - Moved from MongoDB to Hadoop with Apache Phoenix on top of HBase for transactional data and Presto with HDFS for analytics
 - Managed discussions with Search team in order to design schemas that would fit both channel data and proposed unified standards
 - Unified all channels into a single storage system in order to develop cross channel features
 - Completed production migration of SaaS app within one year to leverage the Hadoop platform
- API Development
 - Published API aside of the SaaS platform allowing clients to access features via their own system with detailed documentation
 - Built integrations to connect with multiple publisher APIs to manage customer campaigns
 - Managed integration with multiple publishers (Facebook, Twitter, LinkedIn)
 - Developed SDKs encapsulating API endpoints, reducing the impact of breaking changes

Technologies: PHP, Symfony, HBase, Apache Phoenix, Presto, Kafka, Scala, Redis, MongoDB, Bootstrap, Javascript, JQuery, Angular, REST, Swagger, Postman, Microservices, PHPUnit, GitHub, JIRA, PHPStorm, IntelliJ, Jenkins, Vagrant, Docker

SOCIALMOOV (acquired by Marin Software in 2015)**Paris, France***Senior Software Engineer**September 2013 to February 2015*

Developed social digital Advertising Platform designed to manage advertising campaigns on Facebook and Twitter

- Technical lead for 7 engineers
- Developed new features and gave general guidance to team (best practices, design patterns)
- Performed regular code reviews
- Improved stability and maintainability by guiding a startup team to follow industry standards

Technologies: PHP, Symfony, Doctrine, MongoDB, Bootstrap, Javascript, JQuery, Highcharts, REST, Postman, GitLab, Redmine, PHPStorm

CONSULTING (VARIOUS)**Paris, France***Software Engineering Consultant**April 2009 to September 2013*

Worked on multiple software web projects for agencies (Wunderman, Globalis, and Smile) serving large French and international consumer brands like Dior and Dannon

- Led effort to build consumer web experiences to improve engagement and revenue
- Projects ranged from 2 weeks to 12 months

Technologies: PHP, Symfony, Zend Framework, Doctrine, EzPublish, MySQL, Git, SVN, Javascript, HTML, CSS

EDUCATION**PARIS XI UNIVERSITY****Paris, France***Computer Science, **Master** of Science with Honors**June 2009***PARIS XI UNIVERSITY****Paris, France***Computer Science, **Bachelor** of Science**June 2007***PERSONAL INTERESTS**

- Sport, cooking, traveling