

Kyle Mathias

Technical Program Specialist | Web, Automation, & App Development

Highly motivated and results-oriented Technical Program Specialist with 7+ years of experience building custom web applications and automating complex marketing technology workflows. Proven ability to drive efficiency, reduce costs, enhance data accuracy, bridge technical requirements with strategic business needs, lead cross-functional projects with minimal oversight, and implement innovative solutions delivering measurable impact across large organizations.

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WORK EXPERIENCE

Marketing Technical Program Specialist NetApp, Inc.

05/2023 - Present

San Jose, California

- Led the design and development of a custom web application Asset Database, creating a centralized, searchable repository for marketing assets (web pages, PDFs, videos) for ~350 professionals in a 10,000-person company. This initiative reduced average asset search time by 10 minutes per user, minimized duplicative asset creation, and cut unnecessary translation costs by enhancing the discoverability of existing materials.
- Designed and implemented a solution to extend the PowerApps Marketing Travel Request application for multi-year functionality, adapting the existing framework to maintain user experience and enhance long-term cost transparency and expense tracking for ~350 marketers.
- Spearheaded automation of event data exports, delivering real-time attendance tracking via Power BI dashboards and enabling data-driven decision-making.

Application Administrator NetApp, Inc.

04/2021 - 05/2023

- Engineered and deployed a custom Chrome Extension for web page scraping, automating the extraction of content, images, links, and metadata from over 7500 pages in 9 languages on netapp.com, reducing manual scraping time from approximately 1 hour to 5 minutes per page. This Chrome Extension achieved an annual cost saving of \$500,000 by replacing a third-party SaaS product and significantly improved content accuracy to 100% by directly capturing live page data.
- Developed and implemented a Digital File Ingestion Form and automation workflow that processes ~100 assets per quarter, saving 1-2 SLA days by automating the handoff to content auditors and the Web Development Queue upon approval. The automated intake process reduced errors and improved data accuracy through structured input requirements for asset submissions, integrating the Form, Asana, and Bynder utilizing Tray.io as an integration intermediate.

SKILLS

JavaScript

HTML

CSS

Bootstrap

Vue.js

Sails.js

Nginx

SSL/TLS

REST APIs

Cosmos DB

Microsoft Azure

Azure DevOps

Git

Chrome Extension Development

DataTables.net

Project Management

Tray.io

Power Automate

PowerApps

Azure Entra ID

SSO Configuration

Jira

Asana

VOLUNTEER EXPERIENCE

Software Engineer Mobile Intern Lead Open Learning Exchange

05/2017 - 05/2018

Remote

- Led mobile development for OLE's BeLL educational software using Vagrant, Virtual Box, Couch App, Couch DB, JavaScript, and HTML
- Developed and maintained a 'Take Home' Android application using Android Studio, XML, and Java
- Managed project workflow and version control utilizing Git and GitHub.

EDUCATION

Bachelor of Science in Computer Science San Jose State University - San Jose, California

2016