

Kyle Mathias

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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.

Skills

- Languages & Frontend: JavaScript · HTML · CSS · Bootstrap · Vue.js
- Backend & Web: Sails.js · Nginx · REST APIs
- Cloud & Data: Microsoft Azure · Cosmos DB (vector search)
- AI & Retrieval / RAG: Retrieval-Augmented Generation (RAG) concepts · OpenAI embeddings · embedding versioning ·

Work History

● Marketing Technical Program Specialist

NetApp, Inc., San Jose, United States | May 2023 - Current

- Architected and launched an Asset Database (centralized searchable repo for web pages, PDFs, videos) used by ~350 marketers; improved asset discoverability, cut duplicate content and translation costs, and reduced average search time by ~10 minutes per user.
- Designed and productionized a retrieval-augmented knowledge pipeline (scrape → chunk/markdown → OpenAI embeddings → Cosmos DB vector store) for an internal Tray.io-orchestrated Merlin agent; implemented chunking strategy, embedding versioning, and a priority fallback DB to improve relevance and reduce manual lookups across ~7,500 pages in 9 languages.
- Led integrations and automated data exports for NetApp INSIGHT attendee workflows: built SFTP export pipelines and mapped/integrated SFDC, Marketo, and GARD datasets for DSS ingestion and Power BI reporting; automated registration enhancements and sales-order passes to eliminate manual processing, accelerate reporting, and enable near-real-time attendance dashboards for event stakeholders.
- Implemented a multi-year extension to the PowerApps Marketing Travel Request system, preserving UX while adding long-term expense tracking and cost transparency for ~350 marketers.

● Application Administrator

NetApp, Inc. | April 2021 - May 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

chunking strategies · vector search · agent orchestration

- Automation & iPaaS: Tray.io · Power Automate · PowerApps
- DevOps & Source Control: Azure DevOps · Git
- Extensions & UI Tools: Chrome Extension Development · DataTables.net
- Security & Identity: Azure Entra ID · SSO configuration · SSL/TLS · data provenance & access controls
- Project & Workflow: Project Management · Jira · Asana

Tray.io as an integration intermediate.

● Web Quality Analyst

NetApp, Inc. | October 2019 - April 2021

- Ensured web quality and consistency across 8 languages for netapp.com during a major site redesign by designing and implementing an automated scanning system, significantly increasing testing efficiency.

● Web Publisher

NetApp, Inc. | June 2018 - October 2019

- Published and maintained web content for netapp.com, utilizing content management systems and ensuring adherence to brand guidelines and quality standards.

● Software Engineer Mobile Intern Lead

Open Learning Exchange, Remote | May 2017 - May 2018

- 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.

● Software Engineer Internship

Open Learning Exchange, Remote | March 2017 - May 2017

Education

● Bachelor of Science in Computer Science

San Jose State University, San Jose, California January 2016

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/kylemathias/>
- <http://kylemathias.com>
- <https://github.com/kylemathias>