

Matthew Lui

[LinkedIn](#) | [Github](#) | [Blog](#) | [Portfolio Website](#)

FULL STACK SOFTWARE ENGINEER

A results-driven corporate sales professional with a proven track record of exceeding performance targets and establishing successful relationships with clients. Seeking to transition into the software engineering field and leverage strong problem-solving skills, attention to detail, and excellent communication abilities to make an immediate impact. Committed to staying current with industry developments and continuously developing skills in software engineering to establish a successful career in this field.

TECHNICAL SKILLS

Javascript | React | Ruby on Rails | HTML | CSS | Tailwind | JSON | API |
Object Oriented Programming | PostgreSQL | SQLite3 | REST | GitHub

TECHNICAL PROJECTS

DineBook | [GitHub](#) | [Demo](#)

An application that allows users to discover new restaurants through user submissions.

- Used ReactJS and custom Vanilla JavaScript to make the app user-friendly and easy to navigate.
- Built the app using Ruby on Rails and React, which allowed users to create, read, update, and delete information.
- Added user comments and likes, so users could share their thoughts and opinions about different restaurants.

Wander | [GitHub](#) | [Demo](#)

A niche travel blog application that showcases unique travel experiences.

- Used SQLite3 to efficiently store and retrieve data.
- Implemented user authentication with Bcrypt to keep user information safe and secure.
- Created a Restful app that was easy to use and provided a smooth experience for users.

Anime Adventure | [Github](#) | [Demo](#)

A single page application showcasing IMDB's top 20 greatest anime series of all time.

- Uses vanilla CSS for styling and React Frontend.
- Allows users to add anime series to favorites list as well as rate each series.
- Filter anime series based on genre.

EXPERIENCE

Empire Holdings and Investments d.b.a. TMPL, PBSC, LIV fitness Clubs

New York, NY

Business Development Manager

01/01/2021 -08/01/2022

- Created sales targets and KPIs, regularly exceeding goals by 10% month over month.
- Develop and execute end-to-end sales strategies to drive new Enterprise client acquisition; overseeing sales funnel development; proposal and pitch development to contract signing.
- Partner with Marketing to leverage CRM systems and social media channels to energize outbound communications, demands and lead generation.
- Build market specific corporate pricing and promotions strategies.
- Prepare and deliver sales presentations, aligning client corporate wellness program goals with product and service offerings.
- Create monthly performance and sales reports for leadership team review.

Town Sports International

New York, NY

Sr Corporate Account Manager

09/01/2013 – 12/31/2020

- Drove sales funnel development through cold and warm market outreach and networking; resulted in being named top salesperson from 2016 – 2020 as well as exceeding sales quota by 20%.
- Delivering team coaching and training to elevate consultative sales skills and product and service knowledge.
- Marketing customized corporate Wellness Programs and Health/Fitness oriented packages to C level clients and company benefits administration teams.
- Identifying opportunities to expand existing accounts with premium and add-on features.
- Collaborating with club management teams to ensure compliance to SLAs.
- Championing superior account management, providing elevated responsiveness to major Fortune 500 clients including JP Morgan, Google, Bloomberg, NYU and New York Life, building a book of business valued at over \$6 million a year.

EDUCATION

Flatiron School

Full Stack Software Engineer – Javascript, React and Ruby on Rails

New York, NY

January 2023

Metropolitan College

Business Management

New York, NY

December 2012