Matthew Lui
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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
- Developed and execute end-to-end sales strategies to drive new Enterprise client acquisition; overseeing sales funnel development; proposal and pitch development to contract signing.
- Partnered with Marketing to leverage CRM systems and social media channels to energize outbound communications, demand and lead generation.
- Created sales targets and KPIs, regularly exceeding goals by 10% month over month.
- Prepared and deliver sales presentations, aligning client corporate wellness program goals with product and service offerings.
- Built market specific pricing and promotions strategies in NY, FL and Puerto Rico
- Provided 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
- Marketed subsidized Health/Fitness oriented programs to C-suite and Human Resources teams.
- Negotiated rates and contract terms and new account openings and account renewals.
- Driving sales funnel development through cold and warm market outreach and networking; resulting in being named top salesperson from 2016 – 2020.
- Identified opportunities to expand existing accounts with premium and add-on features.
- Established personal sales metrics and KPIs regularly exceeding monthly goals by 15%
- Collaborating with club management teams to ensure compliance to SLAs.
- Auditing and approving team sales, perform commissioning and decommissioning and preparing monthly sales commission report.
- Delivered team coaching and training to elevate consultative sales skills and product and service knowledge.
- Responding to and resolved escalation from clubs and members related to billing issues, conversions, contract adjustments account conversions.
- Championed 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   New York, NY
Full Stack Software Engineer – Javascript, React and Ruby on Rails
Metropolitan College   New York, NY
Business Management