

# Mason Meyer

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## SUMMARY

Driven, dependable, and personable Founder, Chief Operating Officer, and Engineer with 8+ years of experience bridging the gap between technology and business. Known for a unique blend of technical expertise and business acumen, I excel at driving customer retention, growth strategies, and leading user-focused solutions. Skilled in full-stack development, with a primary focus on the MERN stack to deliver scalable, end-to-end web applications.

## SKILLS

**Programming Languages:** JavaScript (ES6+), TypeScript, Python, C++, SQL

**Frontend Development:** HTML5, CSS3, TailwindCSS, React, Redux, Next.js, SASS, Material UI, Webpack, Chart.js

**Backend Development:** Node.js, Express.js, RESTful APIs, PostgreSQL, NoSQL (MongoDB), Next.js

**Cloud & DevOps:** Amazon Web Services (AWS) (Lambda, EC2, S3), Docker, Kubernetes, CI/CD (GitHub Actions)

**Testing & Other Tools:** Jest, Mocha, Supertest, React Testing Library, Prometheus, Git/GitHub

## PROFESSIONAL EXPERIENCE

### **The Daily Shred - Co-Founder / Software Engineer**

03/2020 – Present

- Led end-to-end development of a subscription-based fitness platform serving 2,000+ users with on-demand, goal-based workouts by certified professionals; now adopted by local government wellness programs.
- Introduced a Redis caching layer with batched updates to replace on-request leaderboard generation, reducing API response times by ~80% and cutting database load by an estimated 90% as user count scaled past 1,000.
- Applied rigorous multivariate testing and cohort segmentation to boost email open rates by 90% and CTR by 250%, using sequential A/B tests with control groups and continuous monitoring to validate impact and minimize confounders.
- Conducted technical presentations to government clients using data analytics to secure contracts, driving 350% user growth in 6 months and influencing feature development based on client input.

### **PodMD (Open Source) - Full Stack Software Engineer**

09/2024 - Present

- Collaborated with a team of five engineers to co-develop an open-source AWS EKS monitoring tool that enhances Kubernetes pod management by enabling custom restart parameters that tackle edge cases, improving system reliability.
- Implemented a runtime-configurable restart system that parsed user-defined thresholds into PromQL, generating dynamic queries to evaluate pod CPU/memory usage over time and trigger safe restarts without requiring redeployments.
- Developed an in-memory cool-down tracking mechanism keyed by namespace and stable pod labels to consistently apply restart rate limits across pod replacements, avoiding issues caused by ephemeral pod names.
- Maintained strict credential isolation by authenticating through users' local AWS CLI and kubeconfig setup, with RBAC controls enforcing pod-level permissions, zero credential persistence, and graceful surfacing of errors in the UI.

### **The Forge Fitness Studio LLC - Web Developer / Chief Operating Officer**

01/2014 - 08/2024

- Partnered with stakeholders and cross-functional teams to lead iterative development of a fitness platform from launch-phase MVP into a scalable, production-ready system using React, Node.js/Express, and PostgreSQL – featuring class scheduling, waitlists, and performance tracking.
- Built a dynamic, scalable leaderboard leveraging paginated and parameterized queries to deliver personalized ranking segments, improving member retention by 35% while preserving low API latency.
- Executed on-page SEO strategies to enhance search engine rankings by optimizing site structure, meta tags, and content for better crawlability, while integrating Google Analytics to increase organic traffic by 120%.
- Transitioned into COO role, leading talent acquisition, employee onboarding, and operational strategy; boosted customer retention from 50% to 80% YoY and earned 5 local business awards in 4 years.

## PROJECTS

### **AdventureMatch | An application for Outdoor Enthusiasts that fosters friendships based on shared hobbies and skill-levels**

- Optimized frontend performance using React Router for SPA routing and useRef for refined DOM management, reducing latency by 20%, improving state persistence, and refining transitions and overall user experience.

- Tuned PostgreSQL queries, reducing user skill set identification time by 60% when handling large datasets, resulting in faster user matches and enhanced application performance.

**DataWizard** | *An AI-powered application that automates database population with mock data for testing purposes.*

- Architected an OpenAI-driven solution using NLP to parse natural language inputs into complex SQL queries, automating mock data generation and database population, optimizing testing and accelerating development workflows.
- Instituted a secure PostgreSQL database system with safeguards against SQL injection, incorporating query validation and automated testing using Jest, React Testing Library, and Supertest, achieving 81% test coverage for reliability.

## EDUCATION

Bachelors of Science, *Magna Cum Laude* (3.79 GPA) - Oregon State University 2016

## TALKS & PUBLICATIONS

[Database Optimization](#) | Scismic Tech Talk Series 2024

[PodMD - Developers Solution for Custom Kubernetes Pod Restart Configurations](#) | Medium 2024

## INTERESTS & HOBBIES

Hiking new trails in the PNW, Paddleboarding, Weightlifting, and taking my Blue Heeler to the dog park.