

# Mason Meyer

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## SUMMARY

Business-focused technologist with 8+ years across software engineering, product, and operations. Experienced in bridging stakeholders and development by gathering requirements, mapping workflows, and delivering API- and integration-driven solutions that reduce manual work and improve outcomes. Proficient in SQL for reporting and ad-hoc analysis, with a track record of using data to guide marketing and product decisions. Known for delivering measurable results, including 25% less manual workload through automation, a 35% boost in retention, and 350% growth from tailoring solutions for government program adoption.

## SKILLS

**Systems Analysis:** Requirement gathering, stakeholder interviews, documentation (BRD & FRD)

**ERP Systems & Process Automation:** Workflow design, user roles & access, API integrations

**Databases and Reporting:** SQL, PostgreSQL, MySQL, Excel, MongoDB, Redis, KPI analysis

**Process Improvement & Collaboration:** SOP creation, cross-department collaboration, Agile/Scrum, Confluence

**Programming & Scripting:** SQL, JavaScript (ES6+), TypeScript, Python

**Technologies:** AWS, Docker, Git/GitHub, Jira, React, Node.js, Express.js

## 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, delivering customized features that met government wellness program requirements and enabled successful adoption.
- Introduced a Redis caching layer with batched updates to replace on-demand leaderboard queries, reducing API response times by ~80% and lowering database load by ~90% as the platform scaled beyond 1,000 users.
- 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.
- Collaborated with government program administrators to deliver technical demos, configure system access, and design usage dashboards, ensuring compliance with program goals and securing adoption that contributed to 350% growth in six months.

### PodMD - Full Stack Software Engineer (Open-Source Project Sponsored by OSLabs)

09/2024 - 02/2025

- Partnered with a five-person engineering team to co-develop an open-source AWS EKS monitoring tool, gathering requirements for custom restart parameters that improved system reliability and aligned with operational needs..
- Designed a configurable restart system that enabled administrators to set performance thresholds, supporting proactive resource management and reducing the need for redeployment.
- Developed an in-memory cool-down tracking mechanism keyed by namespace to consistently apply restart rate limits across pod replacements, avoiding issues caused by ephemeral pod names and ensuring stability across updates.
- Implemented secure authentication and role-based access controls using AWS CLI and kubeconfig setups, enforcing least-privilege permissions and safeguarding sensitive credentials.
- Served as Scrum Master, facilitating daily stand-ups, sprint planning, and retrospectives, while also leading backlog grooming and prioritization to keep the team aligned and focused on high-impact features.

### The Forge Fitness Studio LLC - Chief Operating Officer (Operations & Systems Analysis)

01/2020 - 08/2024

- Directed business operations including staff onboarding, training, and cross-department collaboration, increasing client retention rates from 50% to 80%.
- Partnered with instructors, marketing, and clients to gather requirements and translate needs into system features and workflows, acting as the bridge between business stakeholders and technical implementation.
- Identified operational bottlenecks and designed automated workflows and SOPs for scheduling, onboarding, and reporting, reducing manual workload by 25%.
- Built KPI dashboards and reporting processes to track client retention, instructor utilization, and marketing performance, enabling data-driven decisions.

- Led strategic budgeting, forecasting, and financial planning to maximize efficiency and drive profitability, which contributed to a 45% revenue increase and multiple local awards for business excellence, customer service, and community impact.
- Facilitated change management by documenting processes, training staff on new tools, and ensuring smooth adoption of updated systems.

### The Forge Fitness Studio LLC - Web Developer

03/2018 - 01/2020

- Coordinated with stakeholders and cross-functional teams to evolve the fitness platform from MVP to a scalable production system, gathering requirements and delivering key features such as class scheduling, waitlists, and performance tracking.
- Built a 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%.

## PROJECTS

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

- Instituted 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.
- Architected a secure PostgreSQL structure with safeguards against SQL injection, incorporating query validation and automated testing using Jest, React Testing Library, and Supertest, achieving 81% test coverage for reliability.

**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 to speed up skill-set matching by 60% on large datasets, enabling faster user matches and smoother app performance.

## EDUCATION

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

- Completed advanced coursework in Differential Calculus, Integral Calculus, Discrete Mathematics, Applied Differential Equations, Principles of Statistics, Computer Programming for Scientists, and Microcomputer Systems & Architecture
- Started as an Engineering major before switching to Exercise Science to focus on human performance and biomechanics while continuing to develop strong technical skills independently.
- Self-taught programmer before and during college, complementing formal education with hands-on software development experience.

**CodeSmith - Advanced Software Engineering & AI/ML - 2024**

- Completed a 700+ hour project-based curriculum covering advanced system design, optimized data structure and algorithm real-life use cases, modern DevOps workflows, and practical AI/ML integration.

## TALKS & PUBLICATIONS

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

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

## CERTIFICATIONS

- **AWS Certified Cloud Practitioner** - Amazon Web Services
- **Atlassian Agile Project Management Professional** - Atlassian
- **Docker Foundations Professional** - Docker
- **Microservices Foundations Professional** - Kong Inc.
- **GitHub Essentials** - Github
- **DevOps Professional Certification** - PagerDuty

## INTERESTS & HOBBIES

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