MATT KULLING

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PROFESSIONAL SUMMARY

Solutions-oriented professional with 7+ years bridging technology and client success. Experienced in architecting Salesforce solutions, data integrations, and full-stack applications while partnering with stakeholders to translate business needs into scalable technical systems. Skilled in SQL, Python, and API development to build and optimize high-impact data workflows. Proven ability to design customer-focused solutions and communicate complex technical concepts effectively to drive measurable business outcomes. Seeking Technical Account Manager or Solutions Engineer roles leveraging technical expertise and client communication skills.

TECHNICAL SKILLS

CRM & Marketing Technology: Salesforce (Apex, Lightning, Flow Builder, SOQL), Marketo, Segment, marketing automation platforms, customer data platforms
Programming & Analytics: Python (pandas, NumPy, scikit-learn, Matplotlib), SQL (Snowflake, MySQL), JavaScript, Google Apps Script, R (basic)
Data Engineering: API development & ETL pipelines, cloud data warehousing, Snowflake, Firebase, MongoDB
Data Visualization: Looker, Tableau, Google Data Studio, matplotlib, seaborn
Applied Statistics & Modeling: Regression, A/B testing, predictive modeling, experimental design
Client-Facing Technical Skills: Solution architecture, technical demonstrations, requirements gathering, customer training and enablement, stakeholder management
Version Control & Dev Tools: Git/GitHub, JupyterLab, VS Code, Postman

PROFESSIONAL EXPERIENCE

SurveyMonkey — Senior Business Systems Analyst / Salesforce Developer / Solutions Engineer
Remote / Chicago, IL | August 2022 – Present

- Architected cross-platform data integrations between Snowflake and marketing systems (Marketo, Salesforce), enabling real-time customer insights and automated workflows for go-to-market teams.
- Built internal analytics tools and automation solutions using Python, Google Apps Script, and Server-Side JavaScript to streamline complex data processes, QA workflows, and reporting for cross-functional stakeholders.
- Designed and implemented API-driven workflows to enhance data reliability, real-time metrics visibility, and system integrations across enterprise platforms.
- Partnered with sales, marketing, and product stakeholders to gather requirements, architect solutions, and deploy data-driven systems aligned with business objectives and customer success metrics.
- Developed and maintained Salesforce customizations including Apex classes, Lightning components, and process automation to support revenue operations and customer lifecycle management.

Shutterstock — CRM Operations Specialist

Chicago, IL | May 2021 – August 2022

- Queried and analyzed large datasets (Snowflake, Segment) to model customer behavior, identify trends, and inform marketing and product strategies.
- Developed web-based dashboards and automated QA testing systems using JavaScript, Python API frameworks, and SQL to improve data accuracy and operational efficiency.
- Optimized workflows for data reliability and automation across multi-source platforms, reducing manual processes and improving data quality for stakeholder reporting.

Pangea Money Transfer — CRM Specialist

Chicago, IL | Feb 2020 – May 2021

- Engineered dashboards and performance reports in Looker, blending multiple data sources to deliver actionable insights for marketing and product teams.
- Designed and executed statistical A/B testing frameworks to evaluate marketing campaigns and engagement strategies, driving measurable improvements in customer conversion and retention.
- Collaborated with engineering teams to implement and normalize new data models, ensuring data consistency and accuracy across customer touchpoints.

Cameo — Email Marketing Coordinator

Chicago, IL | Aug 2019 – Feb 2020

- Built and tested dynamic, data-driven email campaigns using SQL and HTML frameworks to personalize customer engagement at scale.
- Conducted detailed performance analyses and optimization experiments to inform content strategy and improve campaign effectiveness.

Franklin Energy — Marketing Specialist

Chicago, IL | Jul 2018 – Aug 2019

- Combined campaign data with analytics platforms to measure impact and inform optimization strategies across multiple marketing channels.
- Strengthened proficiency in data visualization and cross-channel analytics reporting to support data-driven decision making.

EDUCATION

Full Stack Web Development Certificate

Northwestern University, Chicago, IL

Focused on JavaScript, Node.js, MySQL, MongoDB, Express, React, API integrations, and data visualization.

Bachelor of Arts

Marquette University, Milwaukee, WI

Editor in Chief, Marquette Tribune | Research Assistant, O'Brien Fellowship

PROJECTS & TECHNICAL INTERESTS

- **Salesforce Development & Integration: Built custom Apex solutions, Lightning components, and API integrations for CRM automation and business process optimization. Experienced with declarative tools (Flow Builder, Process Builder) and programmatic customization.**
- **Customer Success & Solution Architecture: Passionate about designing scalable technical solutions aligned with customer business objectives. Focus on translating complex requirements into practical implementations that drive measurable outcomes.**
- **Data Integration & Analytics: Experience building end-to-end data pipelines, API integrations, and analytics dashboards. Interested in applying technical solutions to improve customer data visibility and operational efficiency.**

ADDITIONAL SKILLS

Adobe Creative Suite, Microsoft Excel (advanced), API Testing (Postman), Agile/Scrum workflows, QA automation, technical documentation, customer training and enablement