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# Matt McCaffrey

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## Summary

Software industry veteran and technical leader with over two decades of experience in web-based products and services. Expert in full-stack development, from front-end user experience to back-end architecture and DevOps. Proven track record of turning business requirements into scalable, high-impact software solutions, leading and mentoring development teams, and introducing process improvements. Seeking a Senior Engineer, Staff Engineer or Team Lead position in the greater New York City area.

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## Professional Experience

### Senior Full Stack Engineer & Team Lead | TripleLift 2021 - 2025

- **Started as** Senior Full Stack Engineer on the Creative Production and Rendering team (2021-2024), and **transitioned to** Team Lead of the Content Management team (2024-2025).
- **Led the development** and first engineer of a full-stack platform that automated large-scale video compositing, transforming a manual engineering task into a self-service tool used by Campaign Managers. This system, built with a **Next.js (React) front-end, Micronaut (Kotlin) API, and AWS infrastructure defined in CDK, dramatically increased production capacity and opened a new integrated ads business line.**
- **Led the development** and ownership of a core ad-tech platform suite, enabling the orchestration of ingestion, processing, and analysis of video content from publisher feeds.
- **Saved tens of thousands of dollars per month** by creating a scalable system which moved unused, large video files to the Glacier Deep Archive storage class in S3.
- **Managed and guided** a team of engineers by leading sprint planning, grooming, and retrospectives, all while remaining a core, hands-on contributor to the codebase.
- **Improved and standardized interview process and hired** additional team members.
- **Winner of the 2025 Hackathon** for best use of AI, as voted on by colleagues.

## Principal Engineer & Architect | Some Spider Studios 2018 - 2021

- **Led technical strategy and full-stack development** for major brands including Scary Mommy, The Dad, and Fatherly. Responsible for project estimation, technical planning, and execution across multiple applications, microservices, and APIs.
- **Saved the SEO team ~\$30k/month** by replacing a paid Link Equity service with an in-house tool. The system used a Node.js Lambda function and a Laravel backend to provide real-time, data-driven recommendations, significantly improving efficiency and reducing costs.
- **Built a programmatic ad tool in Laravel** that automatically generated multiple headline, copy, and photo bundles for Facebook ads. The system tested and scheduled the highest-performing versions, successfully increasing article click-through rates.
- **Developed and launched The Dad mobile application** using React Native, a Laravel API, and Firebase for notifications, reaching 15,000 users and providing daily content.
- **Mentored a small team**, managed the hiring process, and implemented continuous integration and continuous deployment (CI/CD) pipelines on AWS.
- **Engineered multiple reporting dashboards in Laravel** that pulled and visualized data from various social media and analytics APIs (Facebook, Instagram, YouTube), saving departments significant time and providing critical business insights.
- **Architected a serverless, auto-scaling administrative backend** and public-facing site for the Famfare brand, using Laravel Vapor to manage partnerships and limited-release coupon codes.
- **Technologies:** PHP, Laravel, Node.js, Vue, React Native, PostgreSQL, Redis, AWS (EC2, Lambda, RDS, S3), Firebase.

## Senior PHP Engineer | LittleThings 2016 - 2018

- **Designed and built Odin in Laravel**, a programmatic ads management system that successfully arbitrated traffic by monitoring costs and revenue from various sources (Facebook, Taboola, Outbrain, etc.). Managed over 20,000 UTMs and automated ad campaign creation, budget changes, and intelligent recommendations, ensuring profitability up until the company's closing.
- **Created Apollo in Laravel**, a video metadata management system in Laravel that automated video uploads and publishing to major OTT platforms like Roku, Apple TV, and Amazon Fire TV, expanding brand reach and distribution.
- **Developed GeoIP**, a high-performance IP to Geolocation API as a side-project that replaced a 3rd party service. The tool reduced costs from over \$2,000/month to under \$100/month, handling high traffic and content-access restrictions with Node.js and Express.
- **Contributed to the Laravel framework** with multiple accepted pull requests.

## **Development Lead | FortressITX & Solar VPS 2012 - 2016**

- **Led full-stack development** and managed a remote team for a custom eCommerce store and control panel for Cloud VPS products. Oversaw the full product lifecycle from requirements gathering to launch.
- **Engineered a scalable "One Click Application Install" platform** that allowed clients to install and manage over 260 applications on their VPS through an easy-to-use web interface.
- **Introduced and managed key development processes**, including version control (Mercurial/Git), code reviews (ReviewBoard), and project management (Redmine), significantly improving team efficiency and code quality.
- **Developed a custom abuse tracking system** that automated and improved the process for handling IP address complaints, with a dynamic UI, email processing, and automated reporting.
- **Built a migration tracking system** to help transition clients from six legacy billing systems, tracking conversions and automating communication.
- **Technologies:** PHP, Laravel, CodeIgniter, MySQL, MariaDB, JavaScript, jQuery, JSON, Apache.

## **Senior Web Developer | Ecco|Code 2011 - 2012**

- **Rewrote the backend of the Facebook game "Dexter: Slice of Life"** using a custom MVC framework to improve code maintainability and scalability.
- **Responsible for all Facebook integrations**, and meeting weekly release schedules to coordinate gameplay with the weekly television series.
- Built a system to send dynamically-generated HTML emails to over 500,000 users via Amazon SES.

## **Development Manager | Numara Software 2006 - 2011**

- **Managed development, features, and releases for FootPrints**, a web-based, ITIL-compliant service desk solution. Grew the product from a small project into a multi-million dollar suite.
- Served as a hands-on technical lead, provided mentorship, and managed releases, including risk assessment and stakeholder communication.
- Wrote requirements documents, assisted QA with test plans, and conducted quarterly performance reviews of my team.
- **Received the Customer Advocate company award in 2011** for being instrumental in client satisfaction, **Big Kahuna department award in 2008** for being instrumental in FootPrints 8 release, and **blogger on company blog**.

## Development Lead | UniPress Software 1997 - 2006

- **As one of two original developers, I pioneered the design, architecture, and development of FootPrints**, personally scaling it from a small project into a multi-million dollar software suite. This foundational work and team growth ultimately led to its acquisition by Numara Software and later by BMC.
  - **Designed and implemented core product features** including change management, service level management, customizable and dependent fields, a scalable escalation system, a robust CMDB, and a dynamic SQL field mapper.
  - Hired and mentored a team of developers, growing the project into a high-volume, enterprise-ready solution.
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## Skills

**Languages:** PHP, Node.js, Python, Kotlin, Perl, TypeScript, JavaScript (ES6+).

**Frameworks & Libraries:** Laravel, Micronaut, Django, Express.js, Vue.js, React, React Native, Event Driven Development (Eventbridge, Kafka/Red Panda), Bootstrap, Semantic UI, MUI, ShadCN, Tailwind.

**Cloud & DevOps:** Amazon Web Services (AWS), CDK, EC2, ECS, ECR, Lambda, RDS, S3, ElastiCache, CloudFront, Route53, Step Functions, Eventbridge, SQS, SNS. CI/CD pipelines, Docker, Vagrant, Git, Travis CI, Github Actions.

**Databases:** PostgreSQL, MySQL, MariaDB, MongoDB, Redis, Elasticsearch, Oracle, Microsoft SQL Server.

**Methodologies:** Full SDLC, Agile, Scrum, TDD (PHPUnit, JUnit), technical leadership, requirements gathering, and process refinement.

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## Education & Certifications

### Rutgers College

- BS in Computer Science
- Minor in Psychology

**ITIL V3 Foundation** In IT Service Management