

# Kyle Mathias

Bay Area, CA  
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Highly motivated and results-oriented Technical Program Specialist with 7+ years of experience building custom web applications and automating complex marketing technology workflows. Proven ability to drive efficiency, reduce costs, enhance data accuracy, bridge technical requirements with strategic business needs, lead cross-functional projects with minimal oversight, and implement innovative solutions delivering measurable impact across large organizations.

## Skills

- JavaScript
- HTML
- CSS
- Bootstrap
- Vue.js
- Sails.js
- Nginx
- SSL/TLS
- REST APIs

## Work History

### ● Marketing Technical Program Specialist

*NetApp, Inc., San Jose, United States | May 2023 - Current*

- Led the design and development of a custom web application Asset Database, creating a centralized, searchable repository for marketing assets (web pages, PDFs, videos) for ~350 professionals in a 10,000-person company. This initiative reduced average asset search time by 10 minutes per user, minimized duplicative asset creation, and cut unnecessary translation costs by enhancing the discoverability of existing materials.
- Designed and implemented a solution to extend the PowerApps Marketing Travel Request application for multi-year functionality, adapting the existing framework to maintain user experience and enhance long-term cost transparency and expense tracking for ~350 marketers.
- Spearheaded automation of event data exports, delivering real-time attendance tracking via Power BI dashboards and enabling data-driven decision-making.

### ● Application Administrator

*NetApp, Inc. | April 2021 - May 2023*

- Engineered and deployed a custom Chrome Extension for web page scraping, automating the extraction of content, images, links, and metadata from over 7500 pages in 9 languages on netapp.com, reducing manual scraping time from approximately 1 hour to 5 minutes per page. This Chrome Extension achieved an annual cost saving of \$500,000 by replacing a third-party SaaS product and significantly improved content accuracy to 100% by directly capturing live page data.
- Developed and implemented a Digital File Ingestion Form and automation workflow that processes ~100 assets per quarter, saving 1-2 SLA days by automating the handoff to content auditors and the Web Development Queue upon approval. The automated intake process reduced errors and improved data accuracy through structured input requirements for asset submissions, integrating the Form, Asana, and Bynder utilizing Tray.io as an integration intermediate.

### ● Web Quality Analyst

*NetApp, Inc. | October 2019 - April 2021*

- Ensured web quality and consistency across 8 languages for

- Cosmos DB
- Microsoft Azure
- Azure DevOps
- Git
- Chrome Extension Development
- DataTables.net
- Project Management
- Tray.io
- Power Automate
- PowerApps
- Azure Entra ID
- SSO Configuration
- Jira
- Asana

netapp.com during a major site redesign by designing and implementing an automated scanning system, significantly increasing testing efficiency.

## ● Web Publisher

*NetApp, Inc. | June 2018 - October 2019*

- Published and maintained web content for netapp.com, utilizing content management systems and ensuring adherence to brand guidelines and quality standards.

## ● Software Engineer Mobile Intern Lead

*Open Learning Exchange, Remote | May 2017 - May 2018*

- Led mobile development for OLE's BeLL educational software using Vagrant, Virtual Box, Couch App, Couch DB, JavaScript, and HTML.
- Developed and maintained a 'Take Home' Android application using Android Studio, XML, and Java.
- Managed project workflow and version control utilizing Git and GitHub.

## ● Software Engineer Internship

*Open Learning Exchange, Remote | March 2017 - May 2017*

## Education

### ● Bachelor of Science in Computer Science

*San Jose State University, San Jose, California January 2016*

## Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/kylemathias/>
- <http://kylemathias.com>
- <https://github.com/kylemathias>