Matthew R. Brooks

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Tech entrepreneur and product leader who enjoys building software products from the ground up. Attempting to create real value and make the world a better place.

GiveWiki   *May 2022 – Present*

Part-time co-founder – helped form the team and iterate through ideas on a part-time basis
1 min overview video, 50 min detailed video, SubStack
Received re-grant from the FTX Future Fund in August 2022 (at the time was impactmarkets.io)
The project is currently in a holding pattern as Dawn and I are both focusing on our full-time careers at the moment
Co-founder Dawn (Denis) Drescher has done the vast majority of the work so far, I've mostly played an auxiliary role

Wrenly.ai   *Sept 2021 – Present*

Co-founder – created company & product from scratch, bootstrapped to $150k ARR in 18 months with a co-founder
Secured pre-seed funding through the competitive TinySeed accelerator program (Fall 2023)
Jack-of-all-trades: Leads product development, manages 2 developers, handles customer support
Oversees company operations including compliance, finances, and all hiring
Drives product strategy through user interviews, data analysis, and feature prioritization

YOOBIC   *June 2019 – Dec 2021*

Project Manager – implemented 25 custom projects totaling $1,500,000 ARR (Chanel, Lacoste, Lancôme, Cartier, etc.)
Managed complete implementation life cycle from sign of contract to post-go-live stabilization
Product and industry expert; created partnerships with clients by understanding needs, goals, and pain points
Managed all trainings and support for clients at all levels until stabilization and transfer to Success team
Collabed with sales, product, dev, and support teams to further the product, avoid churn, and ensure client satisfaction

Drive Engineering   *Nov 2017 – May 2019*

Systems Engineer – led 8 consultative projects for various government agency clients
Created automation programs to save hundreds of hours of manual data analysis, data entry, and document creation

America's Grow-A-Row   *Aug 2017 – Nov 2017*

Programming Associate – managed hundreds of volunteers to harvest large amounts of produce on a non-profit farm

Verizon Wireless   *Summers 2014, 2015, 2016*

System Performance Intern – worked closely with the 10 engineers responsible for New Jersey's cellular system

Personal Projects

everysingleframe.com - explore completely random images from critically acclaimed films   *Launched Nov 2018*
Solely conceptualized & developed. 250k+ visitors and 500k+ page views. Viral mention on TikTok twice

Education

Rowan University – Glassboro, NJ   *Graduated May 2017*
Bachelor of Science: Electrical and Computer Engineering, Mathematics Minor

Skills - React, JavaScript, Python, Node.js, APIs, HTML, CSS, SQL, Figma, LLMs, etc.