

Matthew Massaro

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Professional Experience**Independent Product Builder & Developer**

matthewmassaro.com - December 2025 - Present

- Design, build, and ship production web systems end to end as a one-person team: data pipelines, real-time alert networks, gamified apps, ticketing systems, and conversion funnels.
- Architected about 10 platforms and projects start to finish in 9 months, using Cursor and Antigravity, deployed on Cloudflare and Google Cloud.
- Led a full rebuild of mrcheckpoint.com on FastAPI, Firestore, and Cloud Run: a bilingual site with a ~700-URL SEO surface, an AI ingestion pipeline across 35+ sources with confidence-based auto-publish, and a WordPress-to-cloud migration preserving ~980 redirects.
- Built EggYouOn, a gamified social habit app with a dynamic lifecycle state engine, social graph, and event-driven group challenges.
- Built Portal de Paz, a bilingual local-business site with Google Places integration and local SEO, and a replicable affiliate microsite system deployed across 3 live properties.
- Every project delivered with the growth layer included: SEO, funnels, automation, and analytics, not just the build.

Operations & Community Manager

Eluumis & Biohealing Stream - October 2024 - Present

- Platform Operations: Contributed to the successful launch of biohealing.stream by supporting development planning and researching streaming solutions. Helped establish a scalable system from the ground up, resulting in a fully operational platform with a growing subscriber base.
- Built and shipped customer-facing systems: a production help desk/ticketing system with RBAC, an interactive lead-qualification quiz funnel, and partner microsites.
- CRM & Automation: Configured GoHighLevel to centralize business operations, building automated workflows for onboarding and conversion flows. This improved communication across client touchpoints and significantly reduced manual administrative tasks.
- Affiliate Program Growth: Played a key role in the deployment and scaling of the Affiliate Program, developing support materials and managing partner relationships to drive increased brand awareness and recurring revenue.
- Customer Support & Training: Managed daily support operations, resolving hundreds of inquiries regarding payments and access. Trained and onboarded new hires to ensure consistent support standards across the team.

- Community Engagement: Scaled engagement by managing multiple Telegram communities. As an Eluumis biophoton device holder, led by example, sharing energy healing practices and meditations to sustain a connected, loyal audience.
- Event Leadership: Represented Eluumis at industry Expo Events as a Lead Affiliate, conducting live demonstrations of biophoton technology and the Biohealing Stream to potential customers.
- Social Media: Maintained brand visibility and audience growth by coordinating content schedules for Instagram and Facebook, utilizing Canva to ensure a consistent visual identity.

Online Community Manager

MrCheckpoint - November 2012 - Present

- Grew and managed a large-scale online community across multiple platforms, including 487,000+ followers on Instagram (600,000+ across platforms), 400,000+ app downloads, and tens of thousands of text, email, and social media subscribers.
- Designed, rebuilt, and optimized MrCheckpoint.com over a decade, culminating in a full 2025 platform rebuild with automated data pipelines and real-time alerting; also contributed to supporting websites within the broader funnel.
- Supported the successful development and launch of the MrCheckpoint mobile app (Android & iOS), managing national expansion and ongoing user engagement.
- Grew the YouTube channel, optimizing content to reach millions of views and generate recurring revenue.
- Consistently delivered real-time DUI checkpoint alerts every Friday, Saturday, and holiday for over 13 years, maintaining reliable communication with the community.
- Executed a full migration from Patreon to Substack in 2025, working directly with Substack on contracts and setup, managing the transition, content, group chats, and strategy, scaling to over 11,000+ subscribers in just 5 months.
- Managed all aspects of SEO, content creation, guest post coordination, and video marketing to drive traffic and grow visibility.
- Maintained advertiser relationships, managing sponsored content across the website, email newsletter, social platforms, and app.
- Used third-party tools for social media automation, scheduling, analytics, and campaign management.
- Took initiative on a wide range of responsibilities: research, strategy, tech troubleshooting, creative direction, and day-to-day operations, often as the only other team member aside from the founder.

Virtual Assistant & Assistant Project Manager

Apsos Media (February 2024 - December 2024)

- Took over responsibilities for generating client reviews through data entry and weekly templated email campaigns, integrating customer information into the review management system.
- Assisted in managing updates for various clients' WordPress websites.

- Learned & used GoHighLevel to create and manage automation workflows for text and email campaigns, and review building.
- Developed and implemented new services for clients, adapting to evolving team needs and contributing to overall success.
- Helped with WordPress website edits and other tasks that came up in Asana.
- Used Slack, Asana, GoHighLevel, and WordPress.

Project Manager

TooChill Mobile Gaming Company (June 2016 - January 2017)

- Created designs and documentation for hundreds of game re-skins, updating graphics and names to attract different audiences.
- Managed projects for custom Unity games from start to finish, including feature planning, UI design, ad code implementation, testing, and initial release.
- Hired and managed developers and designers, coordinating tasks and ensuring project timelines were met.
- Gained expertise in Facebook Advertising, app store optimization (ASO) for iTunes and Google Play, and various monetization strategies for apps and games.

Manager

Rep Fitness (July 2014 - May 2015)

- Oversaw warehouse operations, including packing, shipping, inventory management, and organization.
- Provided customer service, answering product-related questions and managing custom quotes in Excel.
- Managed social media accounts, driving follower growth and handling customer inquiries.
- Created and sent email campaigns, and managed local business listings.
- Assisted with overall marketing goals through collaboration and idea generation with employees.
- Trained new warehouse employees and managers, creating detailed job responsibility documents and how-to guides with corresponding videos.

Founder

NorthSanDiego.org (August 2012 - 2014)

- Created and managed a community blog site, achieving over 400 posts, 90 categories, and 50+ authors within a year.
- Gained 200 to 500 daily visitors and ranked #2 on Google for competitive keywords, achieving PageRank 3.
- Networked with local business owners, securing web design and marketing jobs.
- Built a social media following, ranking client posts for specific keywords on Google.
- Acquired extensive WordPress experience, posting 170 blog posts and creating content with boosted SEO.

Social Media Contractor (January 2012 - April 2012)

- Created and presented social media paid seminars, optimizing social media accounts for clients.
- Trained business owners on managing social media accounts, communicating with graphic designers, and creating proposals.
- Kept up-to-date on social media trends and utilized third-party programs for automation and management.

Business Development / Inside Sales

Embarcadero Media / ShopPleasanton.com (April 2011 - December 2011)

- Developed sales plans and conducted consultative meetings with clients.
- Met or exceeded sales objectives, provided accurate forecasts, and ensured client satisfaction.
- Managed shoppleasanton.com profiles, ads, and social media accounts.
- Presented social media strategies to the sales team and attended networking events.

Sales / Customer Service / Consulting Positions (2006 - 2011)

- Conducted phone sales, client consultations, and database management.
- Improved operational procedures, developed organizational charts, and provided technical product information.
- Delivered excellent customer service, navigating websites, order selection, and problem resolution.