

Matt Louden

Director / Engineering Leader — Jacksonville, FL

Phone: 904-466-2108 — **Email:** work@mattlouden.com — **Website:** mattlouden.com

Technical leader with 16+ years building and scaling customer-facing platforms and websites, HubSpot & other CRM ecosystems, and AI-enabled tools. Lead architecture and delivery across complex data integrations, cloud infrastructure, and automation - bridging product, engineering, and stakeholders to ship reliable systems in fast-moving environments.

Professional Experience

Oct 2022 – Mar 2026

HIVE Strategy, Director of Development — Denver, CO (Remote/Hybrid)

- Owned technical strategy, architecture, and delivery across HubSpot ecosystems, AI-enabled tools, and cloud infrastructure.
- Led end-to-end delivery for large-scale HubSpot implementations and custom integrations, aligning business goals with scalable technical design.
- Architected and maintained infrastructure (Ubuntu, NGINX, Docker) powering Node.js/Python services for internal tools and client deployments.
- Built/managed internal AI products (MarketingGrader.ai, BEEbugging) to automate workflows and improve delivery speed.
- Standardized engineering practices: secure deployment patterns, code review norms, environment parity, and operational runbooks.
- Mentored developers and coordinated cross-functional workstreams with stakeholders, reducing delivery risk and improving execution consistency.
- HubSpot custom integrations built: Avela, Thinkific, SchoolMint, Infinite Campus, Netsuite, Salesforce, Dynamics 365, and others.

Oct 2020 – Oct 2022

Sivecanons Agency, Senior Engineer — Jacksonville, FL

- Delivered full-stack features for marketing and advertising clients across websites, CMS builds, and API integrations.
- Built/optimized custom CMS components and integrations to enhance tracking, analytics, and campaign performance.
- Improved performance and maintainability through refactors, optimization, and deployment workflow improvements.

Sept 2014 – Jun 2020

AtreNet, Senior Engineer — Santa Cruz, CA (Remote/Hybrid)

- Developed enterprise-grade websites and digital ecosystems for B2B tech brands.
- Implemented automated build/testing pipelines to increase release consistency and reduce launch regressions.
- Partnered with cross-functional teams to translate requirements into stable, scalable implementations.

Jan 2012 – Nov 2014

OTT Communications, Director of Programming — Louisville, KY

- Led full-stack development of digital products serving nationwide clients; owned technical execution and delivery quality.
- Managed priorities, delivery timelines, and platform improvements across multiple client workstreams.

Mar 2011 – Jan 2012

Bluegrass Care Navigators, Web Developer — Lexington, KY

- Relaunched company website on Drupal and integrated with internal systems to streamline publishing and operations.

Dec 2009 – Mar 2011

Trusted Health Products, Web Developer — Lexington, KY

- Built e-commerce platforms for health and dental products (trustedhealthproducts.com, oramd.com).
- Developed an iOS app connecting users to approved dental professionals.

Aug 2003 – Dec 2009

McDonalds, Assistant Store Manager — Lexington, KY

- While attending college, helped run a franchise store and was responsible for all hires, schedules, and ordering.
- Before DoorDash, created and oversaw the “We Deliver” program in which the store delivered to students on the university campus.

Core Skills

Node.js, TypeScript, React, Next.js, Python, PHP, HubSpot, APIs, Custom integrations, System Design, API Integrations, Data Sync/ETL, Data Quality, Data Extraction, NGINX, Docker, Ubuntu/Linux, SSL/TLS, Observability/Troubleshooting, DevOps Automation, Security & Reliability, Technical Leadership, Solutions Architecture, AI Agents & Workflow Automation, LLM Integrations, Prompt Engineering, RAG, AI Evaluation/Scoring, MCP server development, Tool/function calling, Agent orchestration, AI guardrails/governance

Impact Highlights

- Led technical strategy for multi-system HubSpot integrations and all AI tooling across agency and enterprise clients.
- Set up and managed all server infrastructure which helped support hundreds of client websites, applications, and internally developed tools.
- Created MarketingGrader.ai to help provide marketing insights for customers as well as streamlining internal processes.
- Established engineering best practices around security, scalability, and DevOps automation while mentoring developers on those processes as well as AI initiatives.
- Increased revenue from \$250K to over \$2 million while overseeing and being in charge of all development projects.

Certifications

- HubSpot Custom Integration Accreditation - HIVE Strategy (2025)
- 27 active HubSpot certifications

Education

University of Kentucky - Lexington, KY

- B.S. Computer Science, 2010
- B.A. History, 2007

Notable Clients

CVS • Sony • Disney • Circle K • Bubba Burgers • Merative • ConcertAI • PathAI • Ad Astra
• OnlineMedEd • CAQH • Zogo • Gordon Flesch • Pet Paradise • Emory University •
Southern Nazarene University • Columbia Southern University