



# Matthew F. Fox

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Experienced IT professional, skilled at web/application development, network design, digital & print publishing, problem solving and collaborating with management in fast-paced environments.

- Hands-on developer with over 15 years experience across various technologies.
- Leader of development teams for entertainment & news, e-commerce and online education platforms.
- Creation of high-performance publishing systems based on open source technologies and standards.
- Able to scale operations and departments without loss of agility in business processes.
- Agent for iterative advancement of internal business processes and standards, as well as client-facing systems via QA and other means of improvement.

## Experience

01/14 – 12/14 Mediabend Capital, Inc. / ItalianTouch - Gruppo Diego Della Valle  
531 West 25th Street, Suite 3E, New York, NY 10001

06/15 – Present Mediabend Capital, Inc. is a digital media company targeting audiences seeking luxury goods and entertainment for young families in cities worldwide. ItalianTouch is an online retailer dedicated to high-end clothing and accessories, as well as exclusive travel offers, with an all-Italian touch. Mediabend Capital Merged with ItalianTouch in July 2014. Work performed after 11/14 is freelance-based.

### Director of Digital Technology – Reports to CEO/COO

- Technical lead on front-end redesign of Mediabend’s online properties, including front-end and SEO optimizations, drastically improving page load times, search engine rankings, and overall user experience.
- Design and development of ItalianTouch’s WordPress-based corporate website, including custom plugins to facilitate interactions with other company-owned sites.
- Deployment of new, highly redundant, LAMP-based Web infrastructure utilizing standard caching and optimization technologies.
- Complete overhaul and merger of both NY-based networks, including all telephony services, resulting in increased communication between staff, a more reliable network and an annual saving of over \$40K.
- Active management of technical vendors and development partners and associated projects, both domestic and International.
- Timely completion and documentation of outstanding projects initiated by former technical services team, restoring original project timelines/goals.

06/07 - 02/13

Latina Media Ventures LLC  
625 Madison Avenue, Suite 3C, New York, NY 10022

Latina Media Ventures LLC is the leading integrated media company for bicultural U.S. Hispanic women. Its flagship property, Latina Magazine, has a readership of over 2 million in the United States and has ranked No. 1 in total advertising pages among 38 Hispanic publications.

Managed a mixed network consisting of 16 servers and 120 workstations in 4 locations. Designed and implemented solutions to optimize and streamline various business processes including digital and production workflows. Managed backups for 8+ terabytes of data. Supervised small staff of support techs. Played a key role in the technical planning, design and development of latina.com and other digital properties.

### Director of I.T. & Digital Media – Reported to President/Board

- Design and implementation of completely new network infrastructure including helpdesk and monitoring systems, improving systems efficiency, dependability and security while lowering associated expenses.
- Design and implementation of remote access servers and messaging systems to increase connectivity for mobile users/telecommuters.
- Acquisition of industrial design printers and other office equipment.
- Renegotiation of telecom services resulting in redundant Internet connectivity, better overall services, and an annual savings of 35%.

## Summary of Qualifications

Windows Server NT - 2012  
OS X/OS X Server  
Linux Debian, CentOS, RHEL, Slackware  
Microsoft Exchange 5.5 - 2013  
Directory Services LDAP Active Directory Open Directory  
AD Group Policy Automated Software Deployment  
DNS DHCP IPsec  
SSL/PPTP VPN RAS IP Routing FTP/SSH  
Cisco/SonicWall Firewalls and wireless appliances  
IPTables  
Ruckus wireless access points  
Symantec BackupExec/Storage Replicator  
Neverfail for Exchange  
McAfee Total Virus Defense  
Trend Micro AV  
Windows Update Services  
Network Monitoring IP Monitor, Nagios, Munin, Monit  
Barracuda Appliances  
Datacenter Xwall  
Openfire  
VMWare  
Docker  
Amazon S3/EC2

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|------------------|--|---|
|                  | <ul style="list-style-type: none"> <li>• Initiated several technical projects with other departments, improving business performance and related operational processes, including a document management system for Legal and Accounting use.</li> <li>• Installation of company-wide hybrid digital/VoIP telecommunications system, saving \$18K annually in maintenance costs.</li> <li>• Performed a key role in the 2008 redesign of latina.com, acting as a main contact for strategic partners and working on development/content syndication projects as needed. Latina.com was ranked no. 3 in magazine websites for fashion/lifestyle information by Media Industry News in 2008.</li> <li>• Technical lead on 2010, 2011 &amp; 2012 redesigns of latina.com including custom development, data migration to a new content management system, and new high-availability hosting infrastructure.</li> <li>• Project lead on thelatinkitchen.com; defining requirements and vision, infrastructure and related budgets, managing in-house and contract workers, and performing various design &amp; development tasks.</li> <li>• Established Latina Magazine's presence in online marketplaces including Google Play and Amazon, resulting in greater exposure and revenue.</li> <li>• Development of custom WordPress/Drupal modules and other web-related software (XML caching mechanisms, authentication handlers).</li> <li>• Technical lead and troubleshooter of digital ad trafficking system (DFP) increasing ad inventory and revenue across all digital properties.</li> </ul>   | HTML5<br>CSS/SASS<br>PHP<br>REST<br>Classic ASP<br>C/C#<br>JavaScript/NodeJS<br>Visual Basic/VBScript<br>Microsoft IIS<br>Apache<br>Nginx<br>Webmin<br>SVN/GIT<br>Grunt<br>Bower<br>Composer<br>PHPUnit<br>Varnish<br>Memcache<br>Redis<br>APC<br>CDN<br>Deepmetrix<br>Livestats<br>Google Analytics<br>DoubleClick DFP<br>Drupal/<br>Pressflow<br>Mailchimp<br>Mailgun<br>ExactTarget<br>WordPress<br>Microsoft SQL<br>MySQL<br>MongoDB<br>Microsoft Office<br>Sage MAS 90/500<br>Blackbaud Suites<br>Adobe Creative Suite<br>Extensis<br>Suitcase/UTC<br>Mass Transit/<br>Gigabyte Express<br>Avaya IP Office<br>Mitel/Intertel and<br>NEC/Nitsuko<br>telephone systems |
| 02/00 – 06/07    | <p>The National Foundation for Teaching Entrepreneurship<br/> 120 Wall St, New York NY 10005</p> <p>NFTE teaches entrepreneurship to young people from low-income communities to enhance their economic productivity by improving their business, academic and life skills.</p> <p>Managed a standardized network consisting of 20+ servers and 200+ workstations in 15+ locations, both national and international. Designed VPN connections between regional offices and HQ, and provided RAS services for mobile users. Maintained Exchange 2003 "geocluster" with nodes on both coasts as part of a business continuity plan.</p> <p><b>IT Manager – Reported to CFO</b></p> <ul style="list-style-type: none"> <li>• Complete redesign and documentation of entire network, including infrastructure, security, and backup/disaster recovery processes.</li> <li>• Implementation, maintenance and administration of servers and workstations located across HQ, 12 regional offices and 3 data centers.</li> <li>• Implementation, maintenance and administration of messaging system including Microsoft Exchange servers in 2 locations and associated security tools.</li> <li>• Implementation, maintenance and administration of servers, websites and associated services located at Globix's NYC and Santa Clara data centers.</li> <li>• Design and development of NFTE public and internal websites.</li> <li>• Technical lead on BizTech 2.0 - A 2005 Codie Awards finalist in the Best Secondary Education Instructional Solution category.</li> <li>• Prototyped and developed an online testing system for SUNY Empire State College, offering students college credit for a passing grade.</li> <li>• Design and implementation of custom disaster recovery system in cooperation with Veritas, Microsoft, HP and 3COM.</li> <li>• Developed and monitored policies and standards for usage of NFTE computing resources by staff, volunteers, and program participants.</li> <li>• Managed and administered security services for HQ and associated VPN connections (Firewalls/VPN Devices, RRAS servers, Workstation/Groupware antivirus, content filtering, and security certificates).</li> </ul> |   |
| 02/00 – 01/03    | <p><b>Network Manager – Reported to CIO</b></p> <ul style="list-style-type: none"> <li>• Negotiated managed hosting (outsourcing) agreements as organization experienced a period of rapid growth.</li> <li>• Performed nightly backups at HQ and datacenters.</li> <li>• Maintained licensing agreements with hardware/software vendors.</li> <li>• Managed consultants working on technology related projects.</li> <li>• Managed and administered network services and applications located at HQ.</li> <li>• Performed low-level maintenance on phone company-wide phone system.</li> <li>• Provided support to employees located at HQ and regional offices.</li> <li>• Monitored network performance and made adjustments as necessary.</li> </ul>   |   |
| <b>Education</b> | 2003 San Diego State University Distance Learning<br>2001 Babson College, NFTE Certified Entrepreneurship Teacher<br>1999 – 2000 Pace University, New York – Computer Science  |   |