

MATTHEW ELLISON

E-commerce Solutions Architect

+1.561.716.9550 @ matthewellison@icloud.com matthewellison.com Fort Lauderdale, FL

EXPERIENCE

Principal, Digital Commerce

Ideal Nutrition

- 2023 - 2026 West Palm Beach, FL
- Lead digital commerce operations for a meal delivery company, delivering 125,000+ meals weekly, achieving 35% YoY growth through platform enhancements.
 - Sole in-house Shopify Plus and e-commerce developer managing technical architecture, middleware integrations, and strategic product ownership.
 - Designed and launched Vue-based headless storefront components, optimizing for scalability and integrating systems like Recharge and Square.
 - Created automated reporting systems to support production and logistics for 125K+ weekly meals.
 - Directed external SI partners for business strategy alignment, balancing technical implementation with leadership of cross-functional teams and agency partners.
 - Balanced technical implementation (Shopify Liquid, API integrations, Ruby scripts) with leadership of cross-functional teams and external SI partners

Senior Shopify Plus E-commerce Engineer

Boston Proper

- 2021 - 2023 Boca Raton, FL
- Directed the migration and re-platforming of a large-scale e-commerce solution to Shopify Plus for an apparel retailer
 - Oversaw technical aspects and coordinated with marketing, creative teams, and Agency Partners
 - Migrated existing customer data, transactions and vendor solutions onto NetSuite and Shopify Plus
 - Built custom, scalable e-commerce solutions, including a React-based headless storefront
 - Coordinated cross-functional teams including in-house stakeholders, agency partners, CRO, marketing, and outsourced partners

Senior Software Development Engineer

Expedia Partner Services, Expedia Affiliate Network

- 2014 - 2018 Bellevue, WA
- Played a key role in scaling Expedia's Affiliate Web Services platform, enabling 10,000+ global partner applications, while ensuring secure, PCI-DSS-compliant payment processing and point-of-sale web services
 - Led initiatives in gross-profit sharing, schema validation, and inventory mismatch resolution
 - Migrated key services to AWS CloudFormation
 - Collaborated across engineering teams using modern Agile practices (Scrum and Kanban)

SUMMARY

Digital commerce leader blending 25+ years of engineering with solutions architecture and product ownership across Shopify Plus, headless commerce, subscription platforms, and enterprise payments. Proven at every scale — from architecting recurring payment infrastructure for 900K+ customers to leading Shopify Plus re-platforming and headless storefront delivery to driving 35% YoY growth through platform enhancements, CRO, and subscription optimization.

SKILLS

Shopify Plus Solutions Architecture

Headless Commerce (Vue, React)

Subscription Commerce & Payments

Middleware & API Integrations

Technical Leadership

Agency & SI Partner Management

SEO & CRO

Enterprise Payments & PCI-DSS

Cloud Infrastructure (AWS, GCP)

Scalable E-commerce Infrastructure

Data Analysis & Reporting

Web Services (REST, JSON, SOAP)

Programming (Java, Node.js, PHP, C/C++, JavaScript, Objective-C, Shopify Liquid)

Databases (MySQL/MariaDB, Oracle, DynamoDB)

Virtualization & Containers (Docker, VMware, Linux KVM)

EXPERIENCE

CEO

Blue Mango

📅 2008 - 2014 📍 Hollywood, FL, Los Angeles, CA

- Founded and led consulting firm delivering payment, telecommunications, and social media solutions
- Launched QR code generator, VISA Fast-Pay peer-to-peer system, and affiliate marketing platforms
- Advised an Inc 500 mobile communications carrier

Principal Software Engineer

AciNet

📅 2012 - 2013 📍 Los Angeles, CA

- Enabled revenue collection by launching innovative mobile marketing and SMS payment solutions
- Built multi-tiered server clusters for high availability
- Developed intranet applications for customer service and collections

Platform Architect, Manager of Software Engineering

Communications Consulting Group

📅 2005 - 2009 📍 Deerfield Beach, FL

- Oversaw development of secure payment processing platforms and subscriber management systems
- Directed PCI-DSS audits and certification while leading a team of 6 software engineers
- Managed specifications, release cycles, and code reviews

VP/CTO/Lead Developer

Core Communications

📅 1996 - 2003 📍 Blacksbrug, VA

- Developed recurring payment platform supporting 900,000+ customers and 4,000 websites worldwide

KEY ACHIEVEMENTS



35% YoY Revenue Growth at Ideal Nutrition

Drove year-over-year revenue growth as sole in-house digital commerce leader through Shopify platform enhancements, subscription optimization, SEO, and CRO initiatives.



Scaled Shopify Platform to 125K+ Weekly Deliveries

Architected and launched new features and support for high-volume meal delivery operations, including custom middleware integrations with Recharge and Square to streamline subscription and retail workflows.



Led Enterprise Re-Platforming to Shopify Plus

Directed and advised the migration of Boston Proper's \$100M+ apparel e-commerce site to Shopify Plus and NetSuite, transitioning customer data, transactions, and vendor solutions with zero revenue disruption.



Powered 10,000+ Global Partner Integrations at Expedia

Scaled Expedia's Affiliate Web Services platform to support a worldwide partner ecosystem while ensuring PCI-DSS-compliant payment processing at enterprise volume.



PCI-DSS Compliance Across Multiple Enterprises

Directed PCI-DSS audits and certifications for multi-tenant payment platforms in high-risk verticals, establishing secure processing standards trusted at enterprise scale.