

Rebecca Martin

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EXPERIENCE

Information Technology Consultant

2020 - Present

Freelance | Melbourne, Vic

Consulting for small business customers on Microsoft 365 Administration and process automation using a variety of tools and platforms.

Key Accomplishments:

- Customer connectors for Zapier and Integromat.
- Complex automation using javascript modules.
- Security advisory and best practices.
- WordPress, Shopify and Squarespace development and administration.

Technical Cofounder

September 2020 - 2022

MailTumble | Melbourne, Vic

Manage product and technology team for an early stage startup. The core service which spun out of an existing company was pivoted to become a consumer-level email alias wallet. Both versions of this platform are built with serverless technologies on the AWS Cloud. This startup remains functional but not a full-time pursuit.

Key Accomplishments:

- Successfully applied for and completed two accelerator programs.
- Launched one version on Product Hunt.
- Launched a new product and achieved the first 100 free users.

Head of Developer Relations/Lead API Evangelist

Oct. 2018 – Apr. 2020

MessageMedia | Melbourne, Vic

- Cross-functional developer support and account management.
- Building and supporting developer tools and documentation.
- Responsible for the strategic direction of the developer toolkits and developer outreach activities (including within SMEs and startups).
- Represented the company at developer events including public speaking engagements and event sponsorship.
- Maintained code bases and Software Development Kits in six languages, to assist developers using the MessageMedia APIs.
- Collaborated with marketing and events staff to represent the organisation at technology and developer industry events.
- Created a Scale-Up strategy to target scaling startups and differentiate from competing startup developer relations programs.
- Lead the evaluation and implementation of an integrations marketplace. Collaborated with marketing on facilitating an internal hackathon to populate and launch the marketplace.

Senior Advisor, Innovation & the Digital Economy

Jan. 2017 – Jul. 2018

Office of the Hon. Minister Philip Dalidakis, Victorian Government | Victoria, Australia

Responsible for portfolio advisor and ministerial handling across a broad portfolio of the Victorian State Government.

Key Responsibilities:

- LaunchVic: assisting with scaling and operational refinement of the \$60m initiative designed to incubate and accelerate the startup ecosystem.
- Cyber-security and the digital economy: supporting the development of the Oceania Cyber-security Centre and Data61 Goods Shed precinct.
- Technology investment and attraction: liaising with Invest Victoria and international trade offices on enticing global tech companies to setup up regional headquarters in Victoria and then supporting subsequent cabinet submissions.
- ICT infrastructure investment: incorporating all economic aspects of telco access and delivery of key infrastructure

initiatives such as Mobile Blackspot Program and the public Wi-Fi rollout.

- Innovation sector development: supporting infrastructure in areas where Victoria has a unique cultural or competitive advantage on the world stage such as Fintech.
- Stakeholder and departmental relations: working collaboratively with both external and internal stakeholders to achieve maximum impact and benefit for the government.
- Events, media and social media development: operating across the ecosystem to develop opportunities for the Minister and stakeholders to promote the innovation sector.
- Parliamentary and legislative duties: keeping the Minister prepared and equipped for his responsibilities in the Legislative Council of the Victorian Parliament.

Developer Evangelist

Jun. 2016 – Jan. 2017

Xero | Asia-Pacific Region (*this would be a standard description to show just bullet points with no bold/italics/summary*)

- Manage the partner ecosystem for Xero – third-party developers who integrate with Xero’s Application Programming Interfaces (APIs).
- Inbound enquiries and certification of high-value partners who are listed on the marketplace.
- Outbound relationship building for developer partners, brand management, marketing and strategy for the developer ecosystem, public speaking, event management.
- Code sample creation and developer tools creation, specialist knowledge for API usage.
- Worked with marketing to prioritise platform vs. outbound evangelism strategy.
- Advocated for third party developers during both a Marketplace refresh/migration and a platform migration (to AWS cloud from RackSpace).
- Event Sponsorship strategic engagement including assessing and prioritizing opportunities and maximizing value creation.

IT Advisory Consultant

Jan. 2015 – Jun. 2016

EY | Location, ST

- Consulted for the IT Advisory function of the EY Advisory practice.
- Primary responsibilities included advanced modelling for business case costing and Enterprise Architecture modelling and strategy.
- Included in project teams for consulting engagements as a technical resource – provided a deep understanding of digital technology, Information Security, and experience working with enterprise systems.
- Projects cut across several industry verticals, in particular Energy and Utilities, Telecommunications, Fast Moving Consumer Goods and the Public Sector.
- Achieved Enterprise Architecture professional certification (TOGAF 9) during this time.
- Worked on a preliminary business case for the Victorian Government’s Whole of Victorian Government Information Technology Strategy and the Whole of Victorian Government Cyber Security, during which time I was a technology and information security domain knowledge resource for the project.

EDUCATION

Melbourne Business School | Master of Business Administration

Expected March. 2022

- Final subject in progress

Monash University | Master of Applied Information Technology

November. 2014

- Coursework in Internet and Mobile Applications Development
- Additional coursework in Programming, Database Management and Project Management

University of Melbourne | Bachelor of Commerce

November. 2012

- Major in Accounting

- Coursework in Econometrics (minor)

SKILLS

Developer Tools | Integrations | Strategy | Developer Marketing | Government Relations | Product Management

PROGRAMMING LANGUAGES

Javascript | c#/.NET | Java | Swift | Python | Typescript