Matthew Duplinsky

Director of Engineering & IT · AI Agents, Automation & Web Platforms

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SUMMARY

Engineering and IT leader with 18 years building websites, ecommerce platforms, and integrations across WordPress, Shopify, headless Next.js, and custom stacks. Today I lead engineering, IT, and the AI program at Zero Gravity Marketing, building AI agents, MCP integrations, and automations that marketing and web teams keep using after launch.

SKILLS

AI & Agents	Claude Code, Anthropic API, OpenAI API, Gemini, MCP, LangChain, RAG, LLM evaluation, fine-tuning, prompt engineering
Data & GTM	BigQuery, GA4, Postgres, MySQL, Clay, marketing automation, CRM / CDP integrations
Web & Platform	Next.js, React, Payload CMS, Shopify Plus, WordPress, PHP, Laravel, JavaScript / TypeScript, Python, GraphQL, REST APIs
Infra & IT	Docker, Coolify, GCP, AWS, CI/CD, device management, security awareness, vendor build-vs-buy

EXPERIENCE

Director of Engineering & IT
Jul 2021 – Present

Zero Gravity Marketing · Remote

Lead the engineering team, IT operations, and the company AI program for a full-service digital marketing agency.

- Led company-wide Claude adoption using usage data, a leadership-backed hackathon, and a recognition-based "5-Minute Claude Challenge," reaching **100% team adoption**.
- Built an AI agent with Claude Code that provisions and removes access across Google Workspace, Asana, and 1Password from a single trigger, **saving 2 hours per hire**.
- Built eval and human-review gates for AI-generated client work; fine-tuned a classifier to triage and route incoming dev and IT tickets.
- Shipped internal AI tools as Claude plugins via a private GitHub marketplace (no API keys or added cost); leading a phased BigQuery rollout for client analytics, with MCP access so account teams can query client data through AI.
- Built an internal resource and scenario-planning app, prototyped AI-first and rebuilt on Next.js and Postgres with Google SSO.
- Productized a headless Next.js + Payload CMS offering; own technical scoping and estimates in presale, including a multi-market Shopify program for a global brand.
- Run company IT: device management, security awareness training, and vendor build-vs-buy decisions.

Senior Full-Stack Web Developer
Jul 2019 – Jul 2021

Zero Gravity Marketing

Led engineering teams and architected web platforms on cloud services and microservices, managing in-house and overseas developers across time zones.

Senior Web Development Manager / Team Lead
Feb 2016 – May 2019

Ingenuity Design · Norwalk, CT

Led development of scalable web solutions and managed cross-functional teams of developers and designers.

Senior Web Development Manager
May 2013 – Feb 2016

KnockMedia · New Haven, CT

Led and mentored the digital department, working directly with the CEO on growth and technical direction.

Web Developer
Nov 2012 – Mar 2013

ShelterLogic · Watertown, CT

Maintained flagship and international ecommerce sites with 20,000+ products and SKUs.

Assistant IT Manager
Jan 2008 – Nov 2012

Technical Gas Products · North Haven, CT

Server administration, desktop support, and web management for a 60-person headquarters and remote branches.

EDUCATION

B.S., Multimedia Web Design & Development, Computer Science · University of Hartford · Network administration focus — 2007 – 2011

A.S., Arts & Sciences · University of Hartford — 2007 – 2009