

# Matthew Payne

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Senior independent operator at the intersection of marketing and engineering. 23 years running my own LLC.

## SUMMARY

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Senior independent contributor with two decades across performance marketing, local SEO, paid acquisition, lead flow infrastructure, and AI/AEO systems. I write the code, run the campaigns, and ship the systems myself: comfortable across the full stack from Python and Node to PostgreSQL, ad platforms, and modern LLM APIs. Currently building Positioning Lab, a measurement platform for AI search visibility across 10 frontier models. Open to senior IC roles and contract engagements.

## EXPERIENCE

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### Founder · Positioning Lab

Los Angeles, CA · [positioninglab.com](http://positioninglab.com)

2026 -

Present

Independent product and services operation focused on AI search visibility measurement. Built end-to-end as sole engineer.

- Designed and shipped a multi-LLM measurement pipeline that probes 10 frontier models (ChatGPT, Claude, Gemini, Perplexity, Grok, Llama, DeepSeek, Le Chat, Copilot, You.com) with reproducible prompt classes.
- Built site ingest, header/schema/OpenGraph/llms.txt parsing, and entity resolution against Wikidata and Wikipedia.
- Designed composite scoring across 25+ technical and entity signals; built dashboard, exports, and longitudinal comparison.
- Productized the methodology into a tiered services offering

*Stack: Python, Node.js, PostgreSQL, OpenAI/Anthropic/Perplexity/Gemini APIs, Cloudflare.*

### Independent Operator · Performance & Local Marketing Services (LLC)

Los Angeles, CA · Self-employed

2003 -

Present

Continuous independent client services and self-funded performance marketing, operating as a registered LLC for 23 years. Three motions across the period:

### CLIENT SERVICES (50+ SMB & B2B CLIENTS)

- Local SEO, technical SEO, paid acquisition (Google Ads, Meta), lead flow infrastructure, and conversion systems for dental, medical, and legal practices, local services, and small operators.
- Built lead capture, intake routing, and tracking infrastructure from scratch in PHP, MySQL, Python, and Javascript on self-managed servers.
- Ongoing email and SMS lifecycle programs (deliverability, segmentation, automation) and CRM integrations.

## PERFORMANCE MARKETING

- Direct-response performance and affiliate campaigns across multiple verticals as a one-person operation, most active 2003–2011.
- Drove traffic and conversions through major affiliate networks including eBay Partner Network (2007–2008) and Groupon Affiliates (2010–2011), promoting merchant offers and earning commissions on sales.
- Built attribution, A/B testing, and revenue tracking infrastructure end-to-end. Profitable, self-funded operations.

## RECENT EXPERIMENTS (2023-2025)

- AI voice and AI chat prototypes; self-directed exploration of LLM-powered marketing workflows and agentic automation patterns that became the foundation of Positioning Lab.

**Infrastructure & Systems Support · University at Buffalo, Office of the CTO**      Sept 2004 - July 2007  
*Buffalo, NY*

Supported the University CTO during undergraduate years. Managed campus network access, IP allocation, server configuration, and reporting infrastructure (Crystal Reports). Led a small team of student analysts.

## EDUCATION

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**University at Buffalo, State University of New York**      Sept 2003 - July 2007  
*Bachelor of Science, Business Administration · Buffalo, NY*

Focus on marketing with a minor in computer science

## STACK

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**Languages**      Python · Node.js · PHP · JavaScript · SQL · Bash · HTML

**Databases**      PostgreSQL · MySQL · Redis

**AI**      APIs · agentic workflows · entity resolution · prompt-class design

**AI Models / LLM**      ChatGPT · Claude · Gemini · Perplexity · Grok · Llama · DeepSeek · Copilot · Le Chat · You.com

**SEO / AEO**      Local SEO · technical SEO · schema.org · llms.txt · entity optimization · AI search measurement · Google Analytics

**Paid & Lifecycle**      Google Ads · Meta Ads · HubSpot · email & SMS automation · CRM integrations

**Infrastructure**      Cloudflare · AWS · GCP · Linux · Docker · self-managed deployment