

Matthew Sweet

Digital Marketing | Full-Stack & Native Engineering | Agentic AI Coordination

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Profile

Digital marketing specialist with 25+ years' experience in SEO, conversion optimisation and Google Ads, now building agentic AI systems and full-stack/native products that run real businesses end to end. Technical range spans Cloudflare edge infrastructure, SwiftUI app development and multi-agent AI orchestration. As director of Platform21, I apply the same systems I build for clients to my own ventures, including RouteBoard and EcoMow.

Core expertise

Digital marketing & SEO: Technical and local SEO, silo architecture | Google Ads, incl. programmatic campaign builds via API | GA4 and Search Console reporting | CRO and UX testing | E-E-A-T content strategy

Full-stack & native engineering: Cloudflare edge (Workers, Pages, D1, R2, KV) | Postgres/SQLite via Drizzle | Native iOS, watchOS & macOS apps (SwiftUI) | Linux VPS admin, Docker, CI/CD | Stripe payments | WordPress security auditing & backups

Agentic AI coordination: Multi-agent orchestration pipelines (Claude Code) for discovery, content, deploy and QA | MCP server design (remote OAuth 2.1 and stdio) exposing business data and actions to AI agents | Schema-driven contracts, state machines and approval gates | Prompt and skill engineering

Experience

Director, Platform21

Logan, QLD | 2009 – Present

Digital marketing agency

- Lead a digital agency delivering high-performance websites, SEO, Google Ads and CRO for South East Queensland businesses – 150+ projects, 220% average conversion improvement, 95+ PageSpeed scores.
- Designed and built the agency's AI orchestration system: a multi-agent pipeline that takes a client from discovery through content, brand, deployment and reporting, cutting build timelines from weeks to days.
- Run Platform21 Hosting, a self-hosted infrastructure platform (Vultr VPS and Cloudflare Pages) serving client sites with automated provisioning, SSL, backups and security scanning.

Lead Developer, VerveLead (client engagement)

Remote | 2026 – Present

Wellbeing platform for Christian leaders

- Building a Cloudflare-native platform (Hono, D1, React Router) with companion native iOS and watchOS apps in TestFlight, serving multi-tenant organisations with delegated duty-of-care dashboards.
- Shipped passwordless auth, Stripe payments and automated content-matched reading emails, backed by a 450+ test suite across the API and Swift codebases.

Founder & Developer, RouteBoard

Loganlea, QLD | 2025 – Present

Field-service operations platform

- Built a scheduling, ETA and invoicing platform to run EcoMow's field operations, with native iPhone, Watch and macOS apps sharing an offline-first sync layer.
- Exposed the business to AI agents through a remote MCP server (OAuth 2.1, 20 tools) so Claude can query and manage jobs, quotes and customers directly.

Founder & Director, EcoMow Sustainable Gardening

Loganlea, QLD | 2024 – Present

Garden care business

- Founded and grew a sustainable garden care business to 350+ completed jobs in its first full year, now run on RouteBoard, the operations platform built above.

Earlier marketing career

VIC/QLD | 2010 – 2018

SGR Audio, PD Training, Australia Wide First Aid, Webdiem Group, Delia Health

- Director of Marketing & Business Development, SGR Audio (2018): delivered an AusTrade-funded export strategy for a boutique audio manufacturer, securing a US distributor at the Munich High End trade show.
- UX Designer / CRO, PD Training (2012–2013): lifted a flagship course landing page's conversion rate by 220% through structured A/B testing.
- Digital Marketing Officer, Australia Wide First Aid (2013); Partner, Webdiem Group (2011); Web Developer, Delia Health (2010).

Education

Diploma of Multimedia

2000

QANTM College, Brisbane