

Rhys Ellwood

Solutions Architect | Technical Leader | Cloud Systems Designer

Melbourne, VIC · 0435 089 754 · rhys.ellwood@icloud.com LinkedIn:
linkedin.com/in/rhys-ellwood-339548161 · GitHub: github.com/REllwood

Professional Summary

Engineering leader with 7+ years of technical experience and proven track record building and scaling high-performing teams across cloud automation and enterprise systems. Currently leading engineering teams as Associate Director, coaching Engineering Managers on performance management and driving delivery excellence across multiple teams. Deep expertise in GCP cloud architecture combined with strong business acumen, translating company objectives into engineering priorities, managing budgets and workforce planning, and establishing cross-functional alignment with product and design stakeholders. Passionate about building sustainable engineering practices, fostering talent development, and ensuring teams deliver reliable, scalable systems without heroics.

Core Skills

Architecture & Strategy: Enterprise Architecture, Cloud-Native Design, Event-Driven Systems, API Design, Technical Roadmapping, Architecture Governance

Cloud & Infrastructure: Google Cloud Platform (Cloud Run, Pub/Sub, Cloud Functions, DLP, BigQuery), Terraform, Infrastructure as Code, Serverless Architecture

Technical Leadership: Team Management, Stakeholder Engagement, Client Consulting, Architecture Reviews, Cross-Team Collaboration

Programming & Data: Python, Node.js, TypeScript, SQL, PostgreSQL, ETL Pipelines, Data Privacy & Security

Tools & Platforms: CI/CD, Docker, GitHub, Next.js, Server-Side GTM, AI/ML Integration

Methodologies: Agile, Technical Scoping & Estimation, Solution Design, Transformation Delivery

Professional Experience

Media.Monks — Melbourne, VIC

Associate Director of Engineering

Sep 2025 – Present

- Lead people management for engineering teams, coaching Engineering Managers on performance management, career development, and team health
- Drive hiring strategy and workforce planning, overseeing recruitment for senior engineering roles and managing headcount allocation and budget across teams
- Ensure delivery excellence across multiple teams, managing dependencies, removing blockers, and making trade-offs to keep projects on track
- Influence technical direction and architecture decisions, partnering with Staff Engineers to guide platform work, scalability improvements, and technical debt management
- Establish cross-functional alignment with Product, Design, and Data teams, translating company objectives into engineering priorities and realistic delivery roadmaps
- Define and improve engineering processes including release management, incident response, and on-call practices to drive sustainable, high-quality delivery
-

Senior Automation Engineer / Technical Solutions Architect

Aug 2023 – Sep 2025

- Led architecture and delivery of cloud-native automation solutions across multiple enterprise clients
- Manage team of 3 reports
- Designed and implemented scalable trafficking pipelines using GCP services (Cloud Run, Cloud Functions, Pub/Sub, Cloud Tasks) with Terraform
- Defined end-to-end technical architectures and governance frameworks for mission-critical automation systems
- Conducted performance evaluations and architecture assessments of production systems serving millions of users
- Collaborated with cross-functional teams to establish architectural patterns and best practices

Senior Technical Solutions Engineer

Oct 2021 – Aug 2023

- **Award-Winning Architecture:** Designed event-driven fraud detection system identifying gambling lockout circumvention; awarded 2nd place in Google AA Awards
- Architected and deployed scalable backend systems (App Engine → Cloud Run) for major phone brand serving millions of users

- Developed AI-powered internal tool reducing operational time from 4 hours to under 15 minutes per deployment
- Integrated Google Cloud DLP to achieve PII compliance requirements for major financial services client
- Co-developed custom Server-Side GTM client, now published on GTM Marketplace
- Delivered near real-time analytics dashboards and ETL pipelines using BigQuery

Technical Solutions Engineer (*acquired from MightyHive*)

Mar 2020 – Oct 2021

- Delivered GCP-based data pipelines and analytics solutions for global marketing teams
 - Scoped and executed technical implementations including data migrations and transformation logic using SQL and Python
 - Collaborated with distributed teams across US and EMEA to deliver cloud solutions at scale
-

Ento.com — Cremorne, VIC

Technical Solutions Consultant / Analyst

Jan 2019 – Mar 2020

- Delivered tailored automation scripts and integrations for workforce management software clients
 - Engaged directly with customers to translate business processes into technical requirements and scalable solutions
 - Provided technical documentation, support, and specification development
-

3D Photomation — Melbourne, VIC

Web Developer

Jan 2018 – Dec 2018

- Built and maintained full-stack web applications as part of lean development team
 - Contributed to frontend design, backend integration, and deployment processes
-

Education

Bachelor of Science, Computer Science

RMIT University – Melbourne, VIC (2015 – 2018)

Key Achievements

- Designed award-winning event-driven architecture recognised by Google
- Led technical transformation of mission-critical systems serving millions of users
- Reduced operational overhead by 93% through AI-powered automation solution
- Built and scaled engineering team from 2 to 6 direct reports
- Published marketplace solution adopted across Google Tag Manager ecosystem