

MATTHEW LEX BRYAN

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PROGRAM-RELATED SKILLS

- Excelled at using a host of Adobe programs such as Photoshop, Illustrator, Lightroom, Premiere Pro, After Effects, Audition, InDesign, and XD to work on developing graphics, designing company branding, and filming and editing video content for online distribution.
- Skilled at using Web Development languages such as HTML, CSS, JavaScript, and Python to develop engaging websites with principles of UI and UX Design in mind.
- Used popular Content Management Systems like Drupal, Web Flow, Lead Pages, and WordPress to create beautiful websites for various projects.
- Experience launching coordinated digital marketing campaigns across platforms like Facebook, Instagram, Google, and TikTok to create engagement, gain customers, and secure sales for various eCom businesses.

EDUCATION

Interactive Media Design Diploma, Algonquin College | Ottawa, ON **2023 - 2025**

- Studying Web Development, Video Production, Digital Graphics, and UX Design to begin crafting immersive digital experiences, leading to creation of captivating online content, enhanced user engagement, and development of cutting-edge digital products.
- Achieved the Dean's List with a 4.0 GPA.

Harvard CS50, Harvard | Online **2023 - 2024**

- Learning Python programming language to use in App development.
- Prototyping creation of an App to help marginalized people make informed decisions about personal safety.
- Studying technoethics to make sure Vox Populi app is being operated in a responsible way and cannot be leveraged by bad actors to harm people it's trying to help.

Invest Ottawa | Ottawa, ON **2021 - 2022**

- One of 40 applicants selected for the Starter Company Plus business program, offering intensive training in small business management, finances, marketing, project management, networking, and technology optimization.
- Prepared a business plan and delivered a pitch to a panel of judges for a chance to win a \$5,000 grant.
- One of 7 applicants to receive a \$5,000 business grant.

Student of Fine Arts, Barcelona Academy of Art | Spain **2015 - 2015**

- Completed one year in an atelier, acquiring knowledge in anatomy, drawing techniques, colour theory, and light/shadow, and digital art techniques.
- Developed skills in thorough master studies and drawing live models using charcoal.

EXPERIENCE

Digital Marketing Expert, Victis Marketing | Ottawa, ON **Nov 2021 - Present**

- Increased monthly profits 5x by leveraging Facebook, Instagram, and TikTok to create marketing campaigns to target customers.
- Educated entrepreneurs about changing digital marketing landscape and convinced business owners to begin launching professional ad campaigns and generating \$30K in monthly sales.
- Managed projects using tools including Microsoft Office, Notion, Photoshop, After Effects, Premiere, Illustrator, Lead Pages, and Square Space to organize team members, create engaging content, and schedule posts.
- Leveraged data analytics to optimize performance and enhance ROI for clients.

Content Creator, YouTube Channel | Ottawa, ON **Jan 2019 - Present**

- Managed a YouTube channel with over 70 videos attracting engagement from thousands of viewers.
- Utilized Illustrator to design custom graphics, enhancing channel's visual appeal.

- Conducted in-depth data and analytics analysis to optimize content performance within YouTube's algorithm and drive audience engagement up by 230%.
- Networked with authors and built connections within publishing industry to secure advanced reader copies (ARCs), promote authors, and boost readership and market books to thousands.
- Authored written book reviews on Amazon's GoodReads platform and organized twelve giveaway contests for international subscribers to win books and related merchandise.

Artist + Graphic Designer, Freelance | Ottawa, ON

Jan 2018 - Dec 2020

- Acquired new skills and technologies, then applied to daily tasks, improving productivity by 50%.
- Generated concept art, character design, and graphic design elements to deliver impeccable results to enhance visual appeal and increase brand recognition by 27%.
- Brainstormed and thumb-nailed various ideas and compositions to pitch to brand leadership in design meetings resulting in approval and implementation of design concepts leading to recurring monthly revenue.
- Learned tools such as After Effects, Blender, Alchemy, and Mid Journey to bring creative vision to life, leading to a significant boost in visual quality.
- Maintained flexible hours; night, weekend, and holiday shifts to ensure company's goals were met on time, increasing customer satisfaction and reducing project bottlenecks by half.
- Offered friendly and efficient service to customers and handled challenging situations with ease, resulting in recurring monthly commissions.

Freelance Copywriter, Tourism Industry | Barcelona, Spain

Jan 2015 - Dec 2017

- Produced original, creative content for promotional advertisements and marketing materials with 80% audience approval rating.
- Translated and edited ad copy from the Spanish copywriting teams into English to appeal to tourists resulting in a significant boost to fluency, attracting more monthly customers.
- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Collaborated with 15 creative directors and copywriting teams in completing client projects from planning, to on-time completion of quality deliverables, requiring rare and infrequent changes.