Matthew T. Small

Northern Virginia // Greater Richmond Region
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RECENT WORK EXPERIENCE

Director of Marketing and Development // Northern Virginia Food Rescue // Manassas, VA // Nov 2023 - Present

Developed and implemented comprehensive creative marketing and financial resource strategies to achieve organizational objectives, impact targets, and increased sustainability.

Evolved and maintained owned and third-party technologies, operational efficiency, and supporting roadmaps to increase program effectiveness, advocacy, volunteer retention, and program impact.

Continuously analyzed performance metrics to identify areas for improvement, using data-driven analysis to amplify donor engagement and community outcomes by making adjustments to ongoing action plans.

Worked from initial creative concepts through development into finalized deliverables to achieve marketing KPIs and charitable contribution milestones.

Information Technology Specialist // Virginia DBHDS // Richmond, VA // May 2021 - Oct 2023

Provided leadership, administrative, and technical support to the agency for various information technology needs, including website development, server administration, software life cycles, and continuous deployment.

Directly responsible for web design and code development, application deployment, server administration, and continuous delivery of services used for treatment, public communication, internal operations, and end-user support.

Configured, maintained, and administered servers used specifically for website hosting, user testing, medication management, vulnerability scanning, and repository/database storage.

Director of User Experience // Thriveworks // Fredericksburg, VA // Jan. 2018 - May 2021

Worked directly with the CEO, C-level leadership, and department directors to conceive, deploy, diagnose, and support complex applications designed for both internal and external business users.

Administered multiple infrastructure, public use, and help-desk applications through graphic design, web development, UX/UI processes, software installation, and health information compliance.

Managed data and analytics to report, troubleshoot, and iterate upon systems' configurations and effectiveness.

Educated and collaborated with department subordinates to improve customer support, increase technological competencies, and initiate incident response actions.

Designed and configured both desktop and wireless network infrastructure for administrative and clinical offices.

Web Designer & Developer // Mary Baldwin University // Staunton, VA // Oct. 2015 - Aug. 2017

Primary individual responsible for designing, developing, and deploying web-based and mobile applications/services into both self-hosted and vendor-owned environments.

Created and implemented a high-usage, massive WordPress multisite redesign through stakeholder critique, wireframing, interactive prototypes, user testing, and data-driven coding.

Supported the VP of Communications with strategic brand campaigns through design and digital execution, including analytical reporting across owned, earned, and paid digital platforms and services.

Published and instructed website content management training for faculty, students, and staff on a monthly/as-needed basis.

Collaborated regularly with the alumni board, executive alumni, institutional team members, departments, and external vendors for the overall success of the university's communication, marketing, and technological efforts.

EDUCATION

GEORGE MASON UNIVERSITY
FAIRFAX, VA - CLASS OF 2012
BACHELORS OF ARTS
GRAPHIC DESIGN

PROFICENTIES & TECHNICAL EXPERTISE

Branding	Meta Business	MySQL	Git
Strategic Planning	Google Workspace	HTML / CSS	REST API
KPI Execution	Power Automate	Javascript	Webflow
OpenAI	Windows Azure	PHP	Shopify
SEO/SEM	Amazon Web Server	WordPress	Figma
HubSpot	Linux Server	Visual Studio	Creative Cloud

LEARN MORE & CONNECT

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AWARDS

First Place, Design Battle // Vox Product Pixel Punch

Top prize competing in an invitation-only, design battle.