



**Matthew T. Small**

703 - 477 - 6121 // [hello.mattsmall@gmail.com](mailto:hello.mattsmall@gmail.com)

# Creative Technologist & Digital Innovator

**A Storybook Guide About Working Together.**

Who I Am. What I Do & How I Do It.

# We REMEMBER A Great Story.

The Greater Good Science Center at UC Berkeley highlights that emotionally compelling stories engage more areas of the brain, making them better remembered than simple facts. This synchronization and engagement enhance the brain's overall functionality, as engaging narratives activate brain regions involved in social interactions and emotional processing. This is why storytelling is the most powerful tool for captivating audiences and driving user experience.



**In 1748, the British politician and aristocrat John Montagu, the 4th Earl of Sandwich used a lot of his free time for playing cards. One of the problems he had was that he greatly enjoyed eating a snack, whilst still keeping one hand free for the cards.**

**So he came up with the idea to eat beef between slices of toast, which would allow him to finally eat and play cards at the same time. Eating his newly invented “sandwich”, the name for 2 slices of bread with meat in between, became one of the most popular meal inventions in the western world.**

**You'll want to play poker next time you eat a sandwich.**

**O**nce upon a time in a bustling town called Techville, there lived a talented and kind-hearted man named Matt. Matt was known all over Techville for his amazing skills with computers and his magical way of making websites look beautiful and work perfectly. But there was something even more special about Matt—he was a natural leader who loved helping people and making their lives better through his work.





**Matt had worked in many important places. He had led teams at Northern Virginia Food Rescue, making sure food reached people who needed it most.**

**He had overseen vast, important computer systems at Virginia DBHDS, helping doctors and nurses take care of patients. Matt worked with the big bosses at Thriveworks to create and fix cool computer programs for everyone to use. He had even directed the creation of wonderful websites at Mary Baldwin University, making it easy for students and teachers to find information and connect with each other.**



Non-Profit



Goverment



Healthcare



Higher Ed.

**One sunny morning, Matt woke up with a fresh idea. He had decided it was time to find a new adventure, a new pursuit where he could use his leadership skills to help even more people. Matt loved guiding teams, learning new things, and meeting new friends, so the idea of a new project made him very excited.**

**Matt put on his favorite black t-shirt and sat down at his computer. He started writing a letter to tell companies all about himself.**

**He wrote about how he could make websites and fix computer problems. He wrote about how he loved leading teams and making plans to help companies grow.**

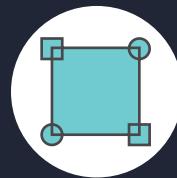
**He even wrote about his special skill of making sure everything was designed to work just right...**



# Direction by DESIGN.

Driven by the principles of design, your process begins with a strategic kick-off meeting; we'll identify core objectives, evaluate brand and technology positioning, and outline KPIs. In all of my work, I employ a variety of industry standard tools, methodologies, and technologies. Moreover, I provide proprietary website themes and assets exclusively available to my clients/employers.

**Have you  
tried this  
approach?**



**Designed  
Direction**



**Systematic  
Development**



**Benchmark  
Validation**

Schedule a time to speak with Matt.

**When he finished, Matt read his letter out loud to his loyal dog, Hank, who wagged his tail in approval. Matt smiled and sent his letter to many different companies.**

**Then, he waited. While he waited, he kept helping his neighbors with their computer troubles and teaching kids how to become the best versions of themselves.**

**One day, Matt received a captivating message. It was from Your Awesome Company, a place dedicated to creating exceptional products and innovative solutions for people of all ages. They wanted to meet Matt and learn more about his amazing skills and leadership!**



**Matt was overjoyed. He put on his best suit and went to Your Awesome Company for an interview. The people at Your Awesome Company were very friendly. They asked Matt about all the wonderful things he had done, and Matt shared stories about leading teams at Northern Virginia Food Rescue, overseeing**



**projects at Virginia DBHDS, ensuring everything worked perfectly for everyone at Thriveworks, and directing web development at Mary Baldwin University. He explained how he loved guiding teams to create easy-to-use and user friendly websites.**

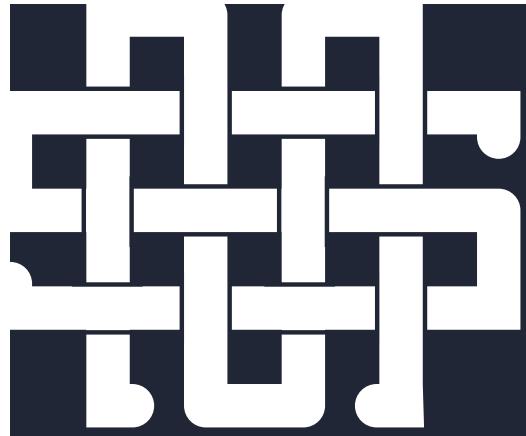
**The Your Awesome Company team was very impressed. They loved how Matt wanted to help people and make their lives better with technology while leading his teams to success. They offered Matt a position on the spot, and Matt happily accepted.**

**From that day on, Matt worked with Your Awesome Company, leading teams to create amazing products and solutions that made people smile. He continued to learn new things and make new friends, always using his leadership and talents to help others. And every night, he would tell Hank all about his new adventures, knowing that he had found the perfect place to use his magical skills and leadership.**

**And so, Matt lived happily ever after in Techville, always ready for the next adventure that would let him help even more people with his wonderful work. ■**

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| <ul style="list-style-type: none"><li>✓ Brand Design &amp; Storytelling</li><li>✓ Digital Marketing</li><li>✓ Content Creation</li><li>✓ Paid Advertising</li><li>✓ Analytics &amp; Reporting</li><li>✓ Marketing Automation</li></ul> | <ul style="list-style-type: none"><li>✓ Web Development &amp; Design</li><li>✓ Server &amp; Network Management</li><li>✓ Product Development</li><li>✓ Technical Support &amp; IT Services</li><li>✓ Cloud Computing Services</li><li>✓ Automation &amp; Workflow Optimization</li></ul> | <ul style="list-style-type: none"><li>✓ DevOps Implementation</li><li>✓ Artificial Intelligence &amp; Machine Learning</li><li>✓ Project Management</li><li>✓ Customer Relationship Management</li><li>✓ Training &amp; Education</li></ul> |
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# Let's Tell A **STORY** Together

Matt has over fifteen years of experience designing user experiences, products, and digital solutions across various platforms and marketing channels. In each role—whether as a designer, developer, or director—he has honed his skills to deliver enduring narratives and effective results.

By taking an analytical approach to all of his work, Matt defines clear outcomes and detailed milestones. Projects and tasks are meticulously planned with regular stand-ups and daily metrics as routine practice. Matt always has his camera on during video chats but believes nothing beats the effectiveness of a handshake or sharing a smile in person :)

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