

Matthew M. Neal

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Summary

Exceptionally well-rounded digital designer, web developer, and marketer with 12+ years experience in graphic design and the ability to offer services from brand concept and creation to website construction. Outstandingly creative, dependable, and organized with a keen eye for detail and top notch work ethic. Fast and efficient multi-tasker with a proven track record in project management and customer service. Able to adapt quickly to a changing environment while still producing quality results.

Technical Skills

Languages: HTML, CSS, SCSS / SASS, JavaScript

Tools: WordPress, Visual Studio Code, Git, GitHub

Software / OS: Adobe Creative Cloud, Affinity Design Suite, Windows / Mac / Linux OS

Marketing: HubSpot

Projects

- **Legacy Leader Group:** legacyleadergroup.com
 - Brand creation and website management for a Las Vegas based investment group
- **Personal Website:** matthewmneal.com
 - Custom built digital platform showcasing graphic design and web development portfolio

Professional Experience

Medical Solutions Ventures – Las Vegas, NV

Web Developer / Designer / Marketing

July 2020 – Current

- Logo / brand creation and website development for Medical Solutions Ventures as well as multiple partners and subsidiaries including:
 - medicalsolutionsventures.com
 - projectmed.org
 - covclinic.com
 - lvcc.io
- Helped re-design and develop multiple websites taking them from static single pages to interactive and converting e-commerce platforms by use of the WordPress CMS.
- Audit and overhaul UI / UX for said websites through builders and custom HTML / CSS, perform SEO, and set up back end systems including tracking analytics and integration with HubSpot CRM.
- Produce all marketing content and graphics for both digital and print use through graphic design, copywriting, photography, and video. Software of choice being Adobe CC and the Affinity Suite.
- Carry out marketing campaigns through multiple digital platforms including email and social media.
- Assisted in establishing B2C and B2B marketing strategies for both long term and short term goals.

ABC Imaging of Washington - Las Vegas, NV**Assistant Shop Manager / Digital Graphics Specialist****February 2013 – March 2020**

- Conduct all aspects of shop management from the inception of projects to completion of production.
- Streamlined multiple processes including front and back end procedures to create a seamless workflow.
- Collaborate with local and national account managers by facilitating project management duties including financials, production and customer service for high profile clients such as:
 - Wynn Design and Development
 - HNTB
 - Atkins North America
 - CH2M / Jacobs
 - Clark County Public Works
 - Fine The Agency
 - Bergelectric
 - IGT

Education**B.A. Graphic Design, California State University Long Beach - GPA: 3.2****Class of 2011**

- Major curriculum: branding, typography, color theory, layout, packaging design
- Major coursework: advertising collateral, branding campaigns and professional environment projects

Interests and Hobbies

- All things technology, building fun web projects, cooking, traveling, history and visiting museums