

MATTHEW MARTINEZ


SELF-TAUGHT DEVELOPER

 <https://www.matthewoctober.com>

 github.com/matthewoctober

 [linkedin.com/in/matthewoctober](https://www.linkedin.com/in/matthewoctober)

 hellomattmartinez@gmail.com

 2916 E Acoma Dr Phoenix, AZ 85032

 623.824.1078

KEY SKILLS

JavaScript/ES6

React/Redux

Node/Express

MongoDB/Mongoose

REST API

Webpack

Babel

Styled Components

Flexbox

Git

SEO

Agile Planning

PERSONAL PROJECTS

Chatterbox

Created with React, Node/Express, MongoDB and SocketIO. Chatterbox is a chat application that incorporates the following concepts: RESTful API, form validation, user session management, user authentication, form validation, password hashing, cors, etc.

Simple Shopping

Built with React, Redux, Webpack and Babel. Simple Shopping is a simple e-commerce web application created from scratch (not with Create React App). This project was contrived in order to grasp managing a global state object within React.

Hacker News Clone

Built with React and CSS3 while utilizing Hacker News' API for all post, comment and user data. All routing was handled using React Router. Redux was intentionally not used in this project in order to better grok the core concepts and capabilities behind React.

Weather Application

Developed with HTML5, CSS3, Vanilla JS and Webpack while utilizing Dark Sky's API for all weather data. This weather app allows users to request weather information by typing in a desired location or using geolocation to track their current location.

EDUCATION

B.S. Marketing

Arizona State University

2010-2015

PROFESSIONAL EXPERIENCE

SEO ACCOUNT MANAGER

Seer Interactive | San Diego | 2017 – 2018

Managed multiple accounts by serving as the main point of contact for each client. Took lead of the SEO strategy for each account and managed internal workloads respectively. Other responsibilities included the creation and presentation of each strategy or other deliverable.

SEO SPECIALIST

LaneTerralEver | Phoenix | 2015 – 2017

Led organic search strategies to increase monthly traffic, leads and conversions. Assisted in managing client budgets ranging from thousands to \$100k monthly budgets. Managed website (re)builds, internal team workloads, contractors & interns within an agile setting. Engaged in regular client communication, reporting monthly SEO metrics. Participated in sales to help grow existing accounts as well as to capture new business. Collaborated heavily with the Content Marketing & User Experience teams.

INTERESTS

Writing

Reading

Running

Design

Podcasts