

# MATTHEW MARTINEZ

## SELF-TAUGHT DEVELOPER

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### KEY SKILLS

JavaScript / ES6

React

Webpack

Styled Components

Flexbox

CSS3

HTML5

AJAX

Git

SEO

Agile Planning

Learning

### EDUCATION

B.S. Marketing

Arizona State University

2010-2015

### Interests

Writing

Reading

Running

Design

Data Viz (SVG/D3.js)

### PERSONAL PROJECTS

#### 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.

#### iOS Calculator

Created with HTML5, CSS3 and Vanilla JS. All of the arithmetic logic behind the iOS calculator was composed from scratch. The library MathJS was utilized at one point, but only to resolve JavaScript's floating point error.

#### Trello Clone

Constructed with HTML5, CSS3 and Vanilla JS while leveraging the library SortableJS to enable drag and drop capabilities. Users are able to design their own kanban by adding, editing, removing and dragging lists and task items.

### 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

*LaneTerraever | 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.