MATTHEW MARTINEZ

SELF-TAUGHT DEVELOPER

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KEY SKILLS

JavaScript/ES6

React

Node/Express

MongoDB/Mongoose

REST API

Webpack

Styled Components

Flexbox

Git

SEO

Agile Planning

Learning

EDUCATION

B.S. Marketing

Arizona State University

2010-2015

Interests

Writing

Reading

Running

Design

Data Viz

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.

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.

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 exisiting accounts as well as to capture new business. Collaborated heavily with the Content Marketing & User Experience teams.