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| Matt Gennings  Charlotte, NC · 704-651-2683  [matt@m3digital.co](mailto:matt@m3digital.co) · [www.mgennings.com](http://www.mgennings.com) · [www.linkedin.com/in/mgennings](http://www.linkedin.com/in/mgennings) |
| *Versatile & creative software developer focused on implementing best practices through all applicable channels. Deeply intuitive thinker who utilizes his get-the-job-done attitude to create win-win scenarios for both internal & external user groups. This involves a big picture approach to software development & UX Design where team building, best practices & scalable processes are integrated into day-to-day tasks.* |

# Experience

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| November 2018 – PresentCREATIVE DIRECTOR, m3 digital LLC  * Develop advanced-feature, mobile-friendly websites in both **Visual Studio Code** and **Wordpress** using **HTML5, CSS3, JS, JQuery, PHP, Node.js & Git**. * Primary **Wordpress** developer and consultant for all ongoing projects. * Utilize **Sketch, Illustrator, & Photoshop** to design banners, images, logos, content boxes, and wireframes. * Play an integral role in a massive digital transformation for large CBD company. * Design, develop, deploy, and manage ecommerce sites using **Wordpress** **&** **Shopify**.  June 2019 – September 2019Full-Stack Developer, University of North Carolina at Charlotte  * Member of UNCC’s full-stack 12-week coding bootcamp cohort (ended 9/11/19). * Utilize front-end and back-end technologies including **HTML5, CSS3, JavaScript, jQuery, Bootstrap, React, Handlebars, Node.js, React.js, Sketch, Illustrator, InDesign, XD, MongoDB, MySQL, Sequelize, Command Line, Firebase, Heroku, AWS & Git.** * Peer programmed with other full-stack developers, tackling ambitious projects & assignments by effectively gathering requirements, creating user stories, drafting wireframes, coding front-end UI, setting up backend servers, testing, and deploying via Heroku. * Serve as Project Manager on projects, ensuring both Agile and Kanban method were followed by utilizing Github Projects heavily, writing user stories, creating wireframes in Adobe XD, and helping ensure the overall success of each individual group member. * Created a web app (***bit.ly/f00d4thought***) that when given a list of ingredients, provides recipes that can be created. Food and lifestyle modifiers can be added so that Vegans, Ketogenic Diets, etc. can be filtered from results. Technologies Used: **HTML5, CSS3, JS, jQuery, Bootstrap.** * Designed, managed, and deployed a meetup-style application with three other devs from the ground up in six days (***bit.ly/BEACON-Github***) that utilizes personality assessments to help users engage with their counterparts in a more tailored approach, alleviating social anxiety while helping create empathy between users. Technologies Used: **HTML5, CSS3, JS, jQuery, Bootstrap, Node.js, Handlebars, Moment.js, MySQL, Express, & Sequelize**.  November 2018 – June 2019IT Recruiter, Ettain Group  * Built relationships in the Charlotte, Dallas, Phoenix, Minneapolis, and San Francisco IT communities. * Utilized CRM tool (eRecruit) to track candidates, enter leads, and drive sales. * Utilize advanced knowledge of content creation, mass messaging, & LinkedIn branding to connect with top talent. * Built MS Word and MS Excel macros from scratch to help colleagues implement best practices and forecast future earnings in a more streamlined platform. * Worked alongside Business Analysts, Project Managers, Product Owners, Agile Coaches, Scrum Masters, Technical Writers, and UX Designers, gaining valuable insight into IT. * Developed an understanding of Agile methodology, using the principles therein for personal organization and the continuous implementation of best practices. * Represented ettain group at the ai4 Cybersecurity conference in Times Square (*05/19*). | |
| March 2018 – November 2018Field Underwriter / Financial Advisor, American National  * Partnered with business owners to help protect from unforeseen loss/future uncertainty. * Served as a liaison between insurance companies and prospective insured. * Accessed/modified complex excel spreadsheets that contained business owner leads. * Collaborated with other field underwriters and financial advisors on a daily basis. * Sat 100% remote while helping collaborate with the newly formed GBN Financial team.  April 2017 – August 2018Digital Marketing Specialist, HendrickCars.com  * Took incoming chats to HendrickCars.com to serve the needs of customers and sell from an inventory of more than 10,000 unique vehicles. * Logged customer information daily into CRM software containing 100k+ leads. * Developed a deep understanding of pain points, buying signs, and personality traits to better tailor my approach to each individual / family. * Generated mass email templates used by entire sales team. * Played a critical role in overall sales volume, helping my team at Hendrick Honda win the prestigious President’s Elite Award 2018 and be crowned Mid-Atlantic Zone Champions. | | |
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# Education

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| Full-stack Web Developer, UNCC*September 2019*Social Media Marketing Certification, Knowledge society*February 2017*Bachelor of Science, Appalachian State University*Business Management - Entrepreneurship* |

# Volunteer work

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| New Leaf Foundation, Charlotte, NC*Volunteer*  [2009-2019]A Better World Afterschool Program*Mentor / Teacher* [2009-2013] |