

# Matt Robinson

I am a recent graduate of the IT Innovation and Design program at Conestoga College, bringing a strong foundation in technology and user-centered design. I also hold a previous degree in Kinesiology, allowing me to blend analytical problem-solving with a deep understanding of human-centered experiences.

## Education

IT Innovation & Design  
2022 – 2025  
Conestoga College,  
Ontario, Canada.

Kinesiology  
2013- 2017  
Ryerson University,  
Toronto, Canada.

## Project Work

- Renewed Family Services Inc.  
[www.renewedfamilyservices.com](http://www.renewedfamilyservices.com)
- Brampton Church of God Sabbath keeping Ministries.  
<https://cogsabbath.org/>
- Bethany Forster Rmt  
[www.bethanyfosterrmt.com](http://www.bethanyfosterrmt.com)  
Comis Group Inc.  
<https://www.comisgroup.com/>
- Hibbert Hamilton  
[www.hibberthamilton.com/](http://www.hibberthamilton.com)

## Objective

Long Term Employment

I am a well-polished and professional individual who strives for success in every aspect of my life. I believe in putting my best foot forward whenever I am calling upon. I have accumulated over the year's vast interpersonal and communication skills; I have a passion for uplifting people and meeting their needs. I am currently seeking an opportunity where I can be grounded, a place to grow, be challenged and learn new skills.

## Experience

### 2023 – Current

#### Digital Marketer, The Salvation Army

- Developed and maintained the organization's digital presence.
- Created and edited video content for marketing campaigns.
- Designed promotional flyers and advertisements.
- Assisted in various digital marketing strategies.
- Created and managed Google Ads campaigns, social media content, and digital marketing materials.
- Prepared performance reports to track engagement, conversions, and ROI.

### 2020 – Current

#### Web Developer/Digital Marketer, Church of God Sabbath Keeping Ministers

- Built and maintained the organization's website.
- Edited and produced video content for YouTube.
- Created flyers and video ads for promotional purposes.
- Managed various digital marketing initiatives.

### 2016- 2020

#### Multifunctional Associate, Blount Inc, Guelph Ontario Canada.

- Managed teams to provide cost estimates and construction costing.
- Train new team members and provide ongoing development opportunities for existing ones.

## Industry Skills

- HTML/CSS/ JavaScript
- ASP.NET/ C#
- NetBeans
- React
- Node.js
- Android Studio
- WordPress
- Photoshop
- Java
- SQL/ MySQL
- Wix
- Figma
- Canva
- PosterMyWall
- PowerBi

## Personal Skills

- Problem-Solving
- Adaptable
- Responsible
- Hard Working
- Team-Player
- Leader
- Organized
- Great-Communication

## **2013-2016**

### **Physiotherapy Assistant, Activ8 Rehab Centre**

- Patient Preparation: assist in helping prepare patients for their therapy sessions.
- Assisting in Therapy Sessions: assist during therapy sessions by providing a hands-on support as directed by the physiotherapist.

## **Project Worked On**

### **2023**

#### **Web Developer, Renewed Family Services Inc.**

- Developed a responsive and user-friendly website using WordPress and Photoshop for local business.
- Create and optimize content for the Website using Adobe Illustrator and Figma.
- Successfully published the website which is now active.
- Designed digital marketing content such as ad creatives, landing pages, and social media posts.
- Produced reports on website performance, user engagement, and campaign effectiveness.

### **2024 – Current**

#### **Web Developer/SEO Specialist, Bethany Foster RMT Inc.**

- Built and maintained the business website.
- Implemented SEO strategies to improve search engine rankings and online visibility.
- Optimized website performance and user experience.

### **2024 – Current**

#### **Web Developer/SEO Specialist, Comis Group Inc.**

- Designed, developed, and maintained the company's website.
- Conducted SEO optimization to increase online reach and visibility.
- Ensured website functionality and responsiveness
- Developed digital marketing campaigns including Google Ads, newsletters, and promotional graphics.
- Analyzed campaign data to provide actionable insights and improvements.

### **2024 – Current**

#### **Web Developer/SEO Specialist, Hibbert Hamilton Inc.**

- Built and managed the company website for optimal performance.
- Executed SEO strategies to enhance website traffic and engagement.
- Provided ongoing updates and maintenance for the website.

### **2023**

#### **UX/UI Designer, Bake Make**

- Designed and improved user experiences for the company's digital platforms.
- Created intuitive wireframes, prototypes, and UI components using **Figma**.
- Developed interactive prototypes to visualize user interactions and workflows.
- Conducted user research to enhance usability and accessibility.

### **2024**

#### **UX/UI Designer, Omega Reporting**

- Developed user-centered designs for reporting systems.
- Designed wireframes and prototypes to improve the user interface using **Figma**.
- Built interactive prototypes to streamline testing and feedback.
- Enhanced the overall UX to optimize workflow efficiency.



Aug 21, 2025

## Mathurin Robinson

has successfully completed the online, non-credit Professional Certificate

*Amanda Brophy*

Amanda Brophy  
Global Director of  
Google Career  
Certificates

# Google Digital Marketing & E-commerce

Those who earn the Google Digital Marketing & E-commerce Professional Certificate have completed eight-courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for entry-level roles in the field. They are competent in foundational skills in digital marketing and e-commerce.

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<https://coursera.org/verify/professional-cert/GLYTVUGNCOT>

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