Matie Natov
Web Manager

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Skills

★ HTML
★ CSS
★ JavaScript
★ Bootstrap
★ CMS
★ Flexbox
★ QA
★ Drupal
★ Wordpress
★ Communication
★ Time management
★ Task management
★ SEO
★ Event Tracking
★ Accessibility (A11y)
★ Google Analytics
★ User Experience (UX)
★ User Interface (UI)
★ Visual Design
★ Design Systems

Awards

★ Awarded by Meta i18n team
to partners who have shown strong
initiatives in designing, building,
and writing for internationalization.

★ Awarded for editing Meta Wiki
500-999 times.

★ Awarded for improving
the Sephora Daily Dose UX.

Summary

Senior level web developer, visual designer, and CMS expert passionate about being a role model to growing web development teams. Loves leading people and serving a global business model. Skilled at using HTML, CSS, JavaScript, Bootstrap, and various CMS platforms including Drupal, Wordpress, and Meta CMS. Excellent team player, great at partnering with marketing, design, and engineering vendors to launch pixel-perfect website experiences.

Work History

CMS Developer, Meta
Remote | Fremont, CA | October 2020 - Present

Lead web development operations for Meta's consumer website, averaging 5 million page views monthly. Responsible for building landing pages, making content updates, migrating files, and fixing QA issues

- Build the landing page for **meta.com** resulting in 12.7 million page views on launch day, and help Meta migrate files from Wordpress to Meta CMS.
- Build the homepage for **about.facebook.com** resulting in 5 million page views monthly.
- Build the landing page for **about.facebook.com/europe** resulting in 5 million page views monthly.
- Keep track of 160 objects hosted on Meta CMS, auditing for event tracking, accessibility, and bugs on a regular basis.
- Mentor and train new team members on design standards, web development operations, and using HTML, CSS, XML, and grid systems built on flexbox.
- Implement SEO and analytics to make data-driven decisions.
- Master CMS, version controls, translations, click tracking, and content management.
- Find opportunities to improve the CMS web development process.
- Migrate 1,500 Meta Newsroom articles from Wordpress to Meta CMS, documenting the editing process for non-technical users

LMS Producer, Sephora
425 Market Street | San Francisco, California | March 2017 - July 2020

Lead web development and UX Design operations for Sephora LMS, My Sephora Learning, accessed by 17,000 employees daily.

- Develop 23 front-end web pages on Cornerstone LMS using Adobe Photoshop and Adobe XD for visual design mockups and HTML, CSS, JavaScript, and Bootstrap for front-end development..
- Prepare and present LMS mockups and wireframes for stakeholder review.
- Debug front-end code, isolate causes, and develop solutions.
- Monitor Google Analytics dashboards to optimize web processes.

- Manage and upload 3,000 eLearning modules.

Web Developer, Freelance

Remote | November 2015 - March 2017

- Develop websites on CMS platforms such as GitHub, Wordpress, Wix, and Squarespace.
- Manage full-cycle projects while staying on-track and on-budget.
- Implement SEO and web best practices.
- Provide technical support, training, and guidance.

Coding Instructor, MV Code Club

Marin, CA | August 2014 - November 2015

- Teach kids how to code using HTML, CSS, JS, Python, PHP, and Ruby on Rails.
- Lead front-end web design on the marketing site, while collaborating with software engineers to develop dynamic sign-up forms and widgets for the site.

Graphic Designer, Hospitality Marketing Associates (HMA)

Monterey, CA | February 2013 - May 2014

- Develop email products using Adobe Dreamweaver, HTML, and CSS.
- Design new email templates using Adobe Photoshop.
- Test on emails on Litmus to test email on dozens of browsers and devices.

Education

Bachelor of Science Communication Design

California State University of Monterey Bay

Seaside, CA | Graduated Spring 2014

Learn how to build and produce websites using HTML, JavaScript, and Drupal CMS.

Associate of Science Natural Sciences & Mathematics

City College or San Francisco

San Francisco, CA | Graduated Spring 2012

Learn the basics of calculus, biology, and handling complex equations.

Associate of Arts Humanities

City College or San Francisco

San Francisco, CA | Graduated Spring 2012

Learn the basics of human behavior, arts, and society.