Matthew J. Martiny

Web Developer, Graphic Designer, Social Media Marketer

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 "Anything but Dry"

QUALIFICATION SUMMARY

- PROJECT MANAGEMENT – Oversee various website projects from conception through completion.
- SOCIAL MEDIA MARKETING – Use Facebook, Twitter, Snapchat, YouTube, Pinterest and other social media sites to reach a variety of users in a professional setting.
- RESEARCH AND ANALYSIS – Measure and report digital marketing campaign performance utilizing Google Analytics and Data Studio (beta), SQL, and advanced Microsoft Excel functions.
- WEBSITE MANAGEMENT – Evaluate, plan, and optimize web content and SEO using content.
- EMAIL CREATION AND ANALYSIS – Develop engaging email campaign content, create HTML, adhere to email best practices, A/B test, measure, and analyze campaign results.
- CONTENT DEVELOPMENT – Create written and visual content for website, user experience interface design including UX wireframes, mockups and prototypes.
- Middle and back-end development experience with languages such as SQL and C#.
- Knowledge of designing and developing full-stack web applications using .NET framework.
- Experience with WordPress development and PHP.

RELATED EXPERIENCE

Software Engineering and .NET Web Developer   2018 – 2019 (contract)

Interactive Technologies Inc.

- Develop a BETA phone application in Xamarin. iOS using Core Bluetooth.
- Design and develop an ASP.NET MVC website/web application for the company.
- Use tools such as google and stack overflow to solve problems that arise.
- Implement Front End, Back End and Middle Tier in the web application using skills and languages such as LINQ, jQuery, HTML5, CSS3, Database Design, SQL, C#, and others.

Marketing, Social Media, and Website Development   2015 – 2016

Healthmate International LLC

- Created numerous "blog" sites with content and develop them in WordPress using HTML5, CSS3, PHP and JavaScript
- Managed social media marketing campaigns including YouTube, Facebook, and Twitter.
- Responsible for online content management, Search Engine Optimization and Google Analytics.
- Created graphics in Adobe Photoshop for online storefronts.
- Manipulated existing graphics for digital and print media.
- Used Shopify along with online CRMs to manage customers and sell products.

Computer Operator (Seasonal)   2014 – 2015

Herff Jones

- Used Adobe Creative Suite, specifically Photoshop and InDesign, to help prepare yearbooks.
- Operated Mac and/or Windows operating system depending on client's needs.
- Used varying FTP servers to download and access files.

Maintenance, Field Supervisor, Umpire and Graphic Artist (Seasonal)   2013 – 2014; 2016 – Present

Johnson County Parks and Recreation
- Specialty graphics as needed using Adobe Illustrator and Adobe Photoshop.
- Create print and digital media flyers for events and programs.
- Maintenance duties as assigned and field supervision.
- Umpire Adult slow pitch softball games.

BDC Representative/Graphic and Web Specialist   2010 – 2013

Hendrick Volvo of Kansas City
- Developed new dealership website using HTML and CSS.
- Created graphics and advertisements using Adobe Photoshop.
- Managed social media accounts including Facebook and Twitter.
- General site maintenance including but not limited to updating content and providing information.
- Used Google Analytics to find web traffic and cater advertisements accordingly.

Freelance Graphic/Web Designer   May 2008 – Present

Martiny Design
- Create graphics and logos for organizations, companies and individuals in print and digital form.
- Create mock ups and/or full web pages for clients.
- Create print, digital, audio and video media tailored to client's needs.
- Develop personal website, using HTML5, CSS3, PHP, Responsive Design, JQuery and JavaScript.
- Use mediums such as Adobe Creative Suite, Audacity, and WordPress.

EDUCATION

Centriq Training   Graduated 2018

Full Stack Web Development Program
- **Front End:** HTML5, JavaScript, jQuery, jQueryUI, CSS3, Responsive/Mobile Web Development, Bootstrap
- **Middle Tier:** Visual Studio, C#.NET, ASP.NET, LINQ, MVC, EF
- **Back End:** ADO.NET, SQL, SQL Server, SSMSE

Johnson County Community College   Graduated 2013

Associates Degree in Interactive Media

ADDITIONAL EXPERIENCE

Wash Services Manager   2016 – 2018

Arrowhead Intermodal Services
- Cleaned and power washed all refrigerated containers on the premises.
- Wrote and maintained records of any required work beyond normal cleaning process.
- Maintained a clean property, free of wood, nails and other debris originated from containers.