

Matthew T. Leiman

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Web Development Projects — See Portfolio: <https://secret-tundra-89689.herokuapp.com/#/projects>
RINX:

- Developed a full stack CRUD application that allows a user to search, add (with administrative access), edit, and alter available outdoor and indoor ice rink locations in the city of Fargo, as well as check the current weather conditions.
- Developed using: Javascript, React, Axios, Express, Postgres, SQL, Redux, OpenWeather API, Mapbox API, Passport, and React-Bootstrap.

Dental Rental | North Dakota Dental Foundation:

- Used Agile Software Development and Git Workflow to complete a full stack inventory management system for the non-profit North Dakota Dental Foundation.
- Developed using: Javascript, React, Axios, Express, Postgres, SQL, Redux, Bootstrap, Passport, and Moment.js.

Technical Skills —

Javascript, React.js, jQuery, HTML, CSS, Express.js, Node.js, Postgres, Redux.js, SQL (with PostgreSQL), Git/Git workflow, Jira, Bootstrap, C#, Dotnet, Passport.js, Heroku.

Technical Experience —

Emerging Digital Academy | 2020

- Created full-stack solo and group projects to showcase technology and development skills in a bootcamp environment. Used Agile Software Development and Git Workflow to complete these projects ahead of time and budget.

Career Experience —

Digital Marketing Manager | Revenue Media Group | 04/2019- 08/2020

- Drove initiatives such as marketing performance reports, developed new scoring techniques, and increased KPI's, conversion rates, and revenue.
- Improved web presence through SEO, successfully increasing overall website traffic and increasing KPI's over expected projection.
- Built and set up digital campaigns in Google ads, Facebook, Bing, & LinkedIn
- Created, directed, & managed campaigns from across all types of businesses. From Casinos to Orthodontists.
- Created A/B testing campaigns. Analyzed data to improve messaging and increase user return rate & decrease bounce rate.

Game Ambassador/Knowledge Management Specialist | MZ | 12/2015 - 10/2018

- Responsible for a back-end knowledge base that provides a universal encyclopedia for all employees and stakeholders working on Final Fantasy XV: A New Empire, Game of War, and Mobile Strike.
- Liaison between Live Operations departments, Design Departments, Quality Assurance, and customer service, as well as Vendors and Management using JIRA and routing to the correct departments.
- Performed initial client assessment and analysis to begin the research process.
- Created boardroom multimedia presentations that are video and text synced

Education —

- Emerging Digital Academy | Computer Software Engineering | 2020 - 2020
- College Of Southern Nevada | Associate of Science - AS | 2013 - 2015