

MATT PIGNATORE

mattpignatore@gmail.com | (908) 285-7554 | mattpignatore.com
<https://github.com/mpaitgt> | <https://linkedin.com/in/matt-pignatore>

SKILLS

Javascript / jQuery
Wordpress / Sitecore

HTML / CSS / Bootstrap
Adobe Creative Suite

MySQL / Node.JS / Firebase
Microsoft Office

PROJECTS

MEDO | https://github.com/mpaitgt/Project_1 | https://mpaitgt.github.io/Project_1/

- A mobile-friendly web application that serves as a media to-do list. You'll never forget what you've been meaning to check out.
- Responsible for the JavaScript functionality, AJAX calls and data persistence.

Tools / Languages used: jQuery, Firebase, AJAX, Moment.JS

Give a Gift | <https://github.com/mpaitgt/Giphy-API> | <https://mpaitgt.github.io/Giphy-API/>

- A web application which allows you to search for your all of your favorite trending GIFs. Save them locally so you can share them later!
- Responsible for front-end design and AJAX calls used to find GIFs and store favorites locally.

Tools / Languages used: jQuery, AJAX, Giphy API, CSS

Wedding Website | <https://github.com/mpaitgt/wedding-website> | www.mattandshannon.net

- A mobile-friendly wedding website to house all the information needed for guests. Includes schedule, hotels, and RSVP functionality.
- Responsible for all of the front-end, media queries, and scripting.

Tools / Languages used: HTML, CSS, Vanilla JS, Moment.JS

CURRENT WORK EXPERIENCE

Digital Content Specialist | October 2019 – Present

HearingLife | Somerset, NJ

- Site maintenance, production, and front-end web development for websites. This includes content curation and creation to support HearingLife SEO and digital brand engagement.
- Works closely with Regional Marketing Managers to ensure timely execution of email campaigns, website updates, and other coordinated campaign assets.
- Builds, sends, and reports on all email campaigns. Works with analytics to develop content that will improve SEO performance metrics.

EDUCATION

B.S. | Marketing, Business Administration
The College of New Jersey
Ewing, NJ | 2014

Bootcamp Certification | Full Stack Program
Rutgers University
Somerset, NJ | 2019

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PREVIOUS WORK EXPERIENCE

Marketing Coordinator | April 2018 – October 2019

HearingLife | Somerset, NJ

- Managed monthly campaign schedules through project management platform, Workamajig, and oversaw the project timeline from start to finish through internal coordination and vendor relationships.
- Produced weekly and monthly marketing communication plans to inform field leadership on all relevant marketing activities, from direct mail and digital lead generation to special events.
- Provided field support for events by producing a highly organized and detailed account of all costs, informational materials, and giveaways needed to make them a success.
- Tracked orders, and reported inventory levels for all customer incentives and premium offers, while managing vendor and fulfillment center relationships.

Marketing & Events Coordinator | January 2015 – June 2016

The Skinny Pancake | Burlington, VT

- Created, edited, and oversaw the flow of digital content from Wordpress-managed websites to social media platforms like Facebook.
- Learned and utilized the Adobe Creative Suite to create well-designed print and digital advertisements for upcoming events, ultimately bringing in-house marketing to the next level. This included Adobe InDesign and Illustrator.
- Served as coordinator for Eat X NE, a Vermont Food and Music Festival. During this time, I managed the Wordpress website, produced a social media schedule focused on promoting the festival's sponsors, vendors, and performers, and provided day-of support at the event itself.

Marketing Intern | January 2014 – May 2014

The Syndicate | Weehawken, NJ

- Coordinated with the Street Marketing Department to carry out competitive and retail campaigns by streamlining information on our specialized web portal for street representatives.
- Compiled two detailed campaign reports that clearly communicated results to Adult Swim, a client whose new television show we were hired to market at the street-level
- Constructed several email blasts per week using MailChimp, organizing promotional assets in clean and concise messaging to radio stations about why the artist being promoted was special and deserved their attention