Matthew Roosa

Downingtown, PA

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Agency M

Responsibilities: Lead developer of a team of full-stack developers working with graphic and web designers to build and maintain websites for a wide variety of clients, from microsites to complex CMS-driven solutions with WordPress and Drupal. Additionally, working directly with clients post site-launches, to ensure a working knowledge of the deployed websites, including client training sessions with clients' site editors.

Lead Interactive Developer • May 2013 to present • Philadelphia, PA / Remote

- Built a multiple award-winning custom PHP-based interactive microsite to increase customer awareness and conversion year-over-year for a top-tier cable company, with a special version tailored for its proprietary TV-based browser.
- In-sourced and oversaw animation production to reduce company overhead and increase animation-based project efficiency.
- Led hiring and training for interns, jr developers, and contractors for project-specific work and full-time positions.
- Implemented and administered Git-based version control across the company for over 100 projects.
- Lead developer and primary animator for a multi-year online brain health awareness campaign, increasing engagement, sign-ups, and returning customers year-to-year.

Senior Interactive Developer • May 2012 to May 2013 • Philadelphia, PA

- Provided training sessions and co-op working sessions with designers to work on understanding and designing for current web standards.
- Developed and administered the agency website using Drupal, allowing for non-developers' ease-of-access and editing capabilities.
- Streamlined and facilitated the distribution and maintenance of computer equipment, application provisioning, and productivity subscriptions for in-house staff.

Interactive Developer • April 2010 to May 2012 • Philadelphia, PA

- Created client-specific custom CMS themes on various platforms, ensuring content was accessible, SEO-friendly, and easy to maintain by the client.
- Responsible for multiple rounds of Q&A testing for projects pre and post launch.
- Built and deployed custom HTML emails across various online email and proprietary marketing platforms.

Clients: Comcast Business, Xfinity, AARP, AARP Staying Sharp, AgeTech Collaborative, Philadelphia Futures, International Schools Services, Cheshire Law Group, CMI-Promex

Kelsh Wilson Design

Responsibilities: Sole developer responsible for working directly with a staff of four graphic designers to construct complex, large-scale websites primarily for universities and schools, as well as small-scale business websites with unique interactivity.

Interactive Developer • January 2006 to April 2010 • Philadelphia, PA

- Designed and deployed custom easy-to-use CMS systems for clients whose needs were not met by currently available CMS products.
- Created unique dynamic and interactive experiences combining HTML and flash-based components.
- Maintained server, computer equipment, and databases, and assisting video and DVD creation for computer and DVD player deployment.

Clients: KR+H Cabinetmakers, Waynesburg University, University of Pennsylvania, Vicente Burin Architects

Freelance Web Developer

July 2002 to present • Downingtown, PA

Responsibilities: Develop personal, nonprofit, and business web sites ranging in complexity using a development solution to fit the clients' needs. Coordinate with clients throughout the design process, as well as provide help setting up and maintaining the website to ensure an easy to maintain and visually engaging website.

Clients: Tom's River Brewing, Ryan Starr Design, The HiRes Podcast, Barlett & Steele, Smart Pond

Education

Philadelphia University, *Philadelphia, PA*
Bachelor of Science, Specialization in Digital Design

Skills

Web: HTML, SASS/CSS, JavaScript, React, TypeScript, PHP, Twig, and MySQL

Platforms: Drupal, WordPress, WPEngine, Grav, GitHub, Atlassin BitBucket Cloud, MailChimp, Campaign Monitor, Constant Contact

Apps: Adobe Creative Cloud, Office 365, Google Workspace, Figma, Sketch, Frame.io, Local, VSCode, Google Web Designer

Awards

2024 Anthem Awards
Broad Street Love Rebrand
Bronze, Humanitarian Action & Services, Local Awareness Campaign, Awareness Categories

2019 Communicator Awards
Xfinity Watchathon
Websites, General-Entertainment

2018 ADCP Award
Xfinity Watchathon
Campaign

2018 Cablefax Digital Awards
Xfinity Watchathon
Interactive Brand Content

2016 Cablefax Digital Awards
Studio XFINITY
Retail Educational Sales Tool
Use of Video/Moving Image

2016 Cablefax Digital Awards
Xfinity Communities
Digital Welcome Guide
Supplemental Web Content

2016 Webby Award
Cheshire Law Group Website
Official Honoree, Law

2015 Webby Award
Cheshire Law Group Website
Official Honoree, Law

2014 Gold ADDY Award
Waldorf School of Philadelphia
Integrated Campaign, Consumer Local, Single Market