

Matthew Trontz

Full Stack Architecture, Design,
And Development

Detail-oriented Content Creator with extensive knowledge of software use and digital marketing. Committed to unique and aesthetically pleasing content with a talent for adapting to changing markets. Successful at posting frequently and using content management systems.

Contact

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Skills

Market Analysis	■■■■■ Excellent
Product development	■■■■■ Excellent
Strategic planning	■■■■■ Excellent
Brand development	■■■■■ Excellent
Digital publishing	■■■■■ Excellent

Work History

2021-03 -
Current

Website and Application Development

K L Ē N EcoServices, New York, NY

- Conceptualized, planned and executed original designs for wide range of website properties.
- Gathered specifications and other key details to meet requirements of site development.
- Used site analytics and metrics to define and monitor success.
- Provided front-end website development using WordPress, Hubspot and other editing software.
- Planned website development, converting mockups into usable web presence with HTML, JavaScript, AJAX and JSON coding.
- Pulled from PHP, SQL, JavaScript and other back-end library knowledge to bolster programming resources.
- Assisted web presence planning, implementing changes and integrating requested elements to streamline business operations.

2021-02 -
Current

Creative Director

Evolve.TE, Jersey City, NJ

- Prepared, checked and coordinated documentation to support component design and application.
- Tested models of alternate designs and processing methods to assess feasibility, operating condition effects, possible new

Google Analytics	■ ■ ■ ■ ■ Excellent
Copywriting	■ ■ ■ ■ ■ Excellent
Creative Cloud proficiency	■ ■ ■ ■ ■ Excellent
Storyboarding	■ ■ ■ ■ ■ Excellent
Social Media Management	■ ■ ■ ■ ■ Excellent
Digital channel management	■ ■ ■ ■ ■ Excellent
Email campaigns	■ ■ ■ ■ ■ Excellent
SEO techniques	■ ■ ■ ■ ■ Excellent
Adobe Creative Suite	■ ■ ■ ■ ■ Excellent
Research	■ ■ ■ ■ ■ Excellent
Content scheduling	■ ■ ■ ■ ■ Excellent

Software

UX/UI Design	■ ■ ■ ■ ■ Excellent
Automation	■ ■ ■ ■ ■ Excellent
CI/CD	■ ■ ■ ■ ■ Excellent
Full Stack Development	■ ■ ■ ■ ■ Excellent

applications and necessity of modification.

- Assisted in development of testing systems, including automated equipment.
- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing and trackbacks.
- Developed and executed multiple print and digital marketing efforts to enhance brand visibility.
- Planned and executed all web, SEO, database marketing and social media advertising campaigns.
- Brainstormed content marketing strategies based around client's business goals, existing content and chosen key performance indicators.

2019-11 -
Current

Small Business Startup/Company Owner

TE Supply Services, Jersey City, NJ

- Created rigorous and comprehensive quality assurance programs to provide timely and quality-based customer solutions and implementations.
- Analyzed metrics for service requests and incidents to identify problem trends and adjust training of staff.
- Analyzed project risks, costs and benefits to make relevant recommendations.
- Met with internal and external customers to consult on technical solutions, project planning, issue resolution and implementation assessments.
- Strengthened vendor relationships and enhanced revenue streams by applying business development opportunities.
- Achieved optimal goals by executing negotiation strategies for prices and services.

Interests

- Creative Design
- Customized Art and Clothing Design
- Human/Computer Interface Psychology

- Directed initiatives to automate vendor data and maintain controls to smooth validation and acceptance processes.

2020-05 -
2021-03

Owner, Lead Project Manager

Your SafeSpace, Hoboken, NJ

- Updated operational methods, oversaw accounting procedures, tracked information and compiled data to improve efficiency.
- Developed and initiated projects, managed costs, and monitored performance.
- Drove team success through shared vision and recognition of quality performance.
- Managed all phases of projects from procurement to commission.

Education

2012-09 -
2016-06

Associate of Science: Information Technology

Bergen Community College - Paramus, NJ

2009-05 -
2009-06

GED

Leonia High School - Leonia, NJ

2014-05 -
Current

Master of Arts: Software Architecture: Design And Development

Self-Taught - Between The Ears

- Constant self-directed education, experimentation, creation, and adaptation.
- Well developed "in-memory" catalog of pretty much every technology, design concept, meditation process, and adaptable function that exists on the web.