

Matt Birch

Frontend Web Developer



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🐙 GitHub  X (Twitter)

EXPERIENCE SUMMARY

Specialize in modern web development with deep expertise in HTML5, CSS3 and JavaScript fundamentals, along with modern frameworks including React, Next.js, and Astro.

Additionally, possess extensive experience in AI/LLM prompt engineering and integration, leveraging cutting-edge language models like Claude, ChatGPT and Gemini to enhance development workflows and content creation processes.

Skilled in building responsive, performance-optimized web applications with a focus on component-based architecture and modern development practices.

15+ years of experience in frontend web development, specializing in creating scalable, user-centric websites and applications across various business domains.

Proven track record in implementing SEO best practices and content optimization strategies, resulting in improved search rankings and user engagement.

Expert in modern frontend technologies and development workflows, including version control (Git), build tools, and CI/CD pipelines.

Demonstrated excellence in agile development methodologies and cross-functional team collaboration, with strong emotional intelligence and interpersonal skills including active listening, conflict resolution and adaptive communication styles.

PROFESSIONAL EXPERIENCE

Freelance

February 2022 – present

Digital Copywriter & Content Strategist

- Create engaging, conversion-focused content for brands and businesses across multiple channels, including website copy, blog posts, social media content, and email newsletters.
- Develop and execute content strategies that align with clients' business objectives, resulting in improved engagement and conversion rates.

- Utilize SEO copywriting expertise to improve organic search visibility and drive targeted traffic for small and medium-sized businesses.
- Craft compelling brand narratives and marketing copy that resonate with target audiences while maintaining consistent brand voice.
- Manage end-to-end content production for multiple clients, including content calendar planning, creation, and performance analysis.

Optimize Web Solutions

October 2021 – present

Web Developer & Technical Lead

- Lead development of custom web applications using React, Next.js, and Astro frameworks, managing projects from conception to deployment.
- Implement performance optimization strategies resulting in 40%+ improvement in Core Web Vitals and user experience metrics.
- Architect and develop scalable frontend solutions for e-commerce and business websites, focusing on responsive design and modern development practices.
- Conduct technical SEO audits and implement improvements, focusing on site speed, mobile responsiveness, and search engine visibility.
- Collaborate with cross-functional teams to align technical solutions with business objectives, utilizing strong communication and stakeholder management skills.

The Sports Daily

August 2012 – October 2021

CEO

- Led technical and editorial operations for a major sports media platform, managing a team of 25+ writers and developers.
- Architected and implemented site-wide redesign using WordPress and modern web technologies, resulting in 200% increase in mobile engagement.
- Developed custom WordPress plugins and themes to optimize content delivery and user experience.
- Scaled platform to handle 2M+ monthly unique visitors while maintaining performance metrics.
- Successfully guided platform through acquisition process, ensuring seamless technical transition.
- Implemented SEO strategies resulting in 150% increase in organic traffic.

CORE COMPETENCIES

Soft Skills & Leadership

- Emotional Intelligence: Strong empathy and relationship-building capabilities, particularly valuable in client interactions and team collaboration.

- **Communication:** Excellent verbal and written communication skills, with ability to translate technical concepts for various audiences.
- **Problem-Solving:** Analytical approach to challenges with creative solution-finding abilities.
- **Project Management:** Experience in agile methodologies and sprint planning, with strong organizational and time management skills.
- **Leadership:** Proven ability to lead teams, mentor junior developers, and facilitate collaborative environments.

Content Strategy & Development

- 18+ years of experience in content creation and strategy, including technical writing, blog posts, and social media content.
- Expertise in SEO copywriting and content optimization for maximum visibility and engagement.
- Proven track record in creating multimedia content including technical tutorials, demonstration videos, and documentation.
- Experience in developing content strategies that align with business goals and user needs.
- Advanced expertise in AI/LLM integration, developing custom prompts and workflows for content optimization and technical documentation.
- Experience leveraging Claude, ChatGPT, and other LLMs for enhanced content creation and development processes.

TECHNICAL SKILLS

Languages And Frameworks — | HTML5, CSS3, JavaScript (ES6+) | React, Next.js, Astro | Node.js | WordPress/PHP

Development Skills — | Git/GitHub | VS Code | npm/yarn | Chrome DevTools

Performance & SEO — | Core Web Vitals | Technical SEO | Google Analytics | Performance Optimization

Design & UI — | Responsive Web Design | CSS Grid/Flexbox | UI/UX Best Practices | Web Accessibility Standards

AI & Automation: — LLM Prompt Engineering | AI Content Optimization | Claude/ChatGPT/Gemini Integration | AI-Assisted Development Workflows

EDUCATION

Virginia Commonwealth University
Bachelor of Science, Mass Communications

May 2011