MATTHEW FRANCIS WIECIECH

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SKILLS

- Skilled in programming languages including Javascript, Jquery, Node.js, SQL, HTML and CSS.
- Expert in custom and commercially available Content Management Systems (CMS) including SAP Hybris, Webflow, Wordpress and Squarespace.
- Versed in content testing and personalization tools including Adobe Target and Dynamic Yield.
- Extensive use of Jira, Workfront and other project management tools.
- Established in agile development methodologies involving a two-week sprint process.

EXPERIENCE

Total Wine & More | Bethesda, MD | February 2019 – Current
WEB CONTENT PRODUCER
- Build content-rich landing pages from custom UX design using HTML and CSS.
- Own and manage all marketing and merchandising content with full refresh on a monthly basis for .com and mobile app using SAP Hybris CMS.
- Lead point of contact for web content strategies and building techniques using Hybris CMS and custom coding solutions.
- Partner with web creative, merchandising, and marketing teams to develop on-site retail strategies with a focus on CMS functionality and build capabilities.
- Work with development teams to implement new functionality to the CMS, and testing new tools during and after the development process.

Under Armour | Baltimore, MD | May 2015 – February 2019
SENIOR WEB CONTENT ASSOCIATE
- Owned all site content updates including creation of full content landing pages, ad-hoc merchandising requests, and editing existing content in a production and staging environments using a modified CMS.
- Worked with development teams to implement new functionality to the CMS, and testing new tools during and after the development process.
- Created and managed A/B tests and on-site personalization of content in production and development environments using Adobe Test & Target.
- Utilized and contribute to tickets using Jira, Workfront and other project management tools.
- Partnered with creative and merchandising personnel to build content rich, product-driven stories for large online marketing campaigns within the current system framework.
- Custom edit site HTML and CSS to expand the limitations of existing CMS and front-end tools.
- Created and managed content assets for custom mobile app.

Celerity IT - Contractor for Capital One | Richmond, VA | January 2014 – May 2015
PORTAL ADMINISTRATOR
- Created, edited, and managed HTML, XML, and CSS content.
- Debugged deployment tools in development and staging environments via Linux command line/SSH by finding root cause for stack traces in managed server log files.

- Collaborated with content editors/performers to determine root cause for web page issues and find suitable solutions, sometimes requiring the development and implementation of new functionality.
- Point of contact for customers from various lines of business to determine feasibility and deployment timelines for product campaigns, and provided advice on how to leverage existing functionality.
- Wrote SQL queries/scripts to insert and manage development, staging, QA and production databases.

WEB CONTENT MANAGER

- Utilized a custom proprietary CMS to build/edit web pages.
- Analyzed scope and area of analysis, working with project managers and business customers from Capital One to clarify complexity and level of effort for given projects.
- Used development and pre-production environments to test content and media changes for the website before being launched into production.
- Worked closely with design and development teams to create new media assets and content for the site.
- Reviewed HTML4/XHTML and CSS3 code to adapt customer intent to the functionality of the CMS.
- Helped maintain pre-production/QA databases, including home-grown ETLs.

EDUCATION

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (VIRGINIA TECH)
College of Science | Bachelor of Arts | Economics

GEORGE WASHINGTON UNIVERSITY
Full Stack Web Development Boot Camp