Matthew Francis Wieciech

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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

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.
* 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 content management systems, 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 Content Management System (CMS).
* Worked with development teams to implement new functionality to the content management systems, 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 | September 2014 – May 2015

**Portal Administrator**

* Create, edit, and manage HTML, XML, and CSS content.
* Troubleshoot deployment tools in development and staging environments via Linux command line/SSH by finding root cause for stack traces in managed server log files.
* Work 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.
* Close communication with customers from various lines of business to determine feasibility and deployment timelines for product campaigns, and provided advice on how to leverage existing functionality.
* Write SQL queries/scripts to insert and manage development, staging, QA and production databases.

**Celerity IT - Contractor for Capital One** | Richmond, VA | January 2014 – August 2014

**Web Content Manager**

* Utilized a custom proprietary Content Management System (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.

SKILLS

* Experience with several programming languages including Javascript, Jquery, Node.js, SQL, Java, HTML, CSS and XML.
* Expert knowledge of custom and commercially available Content Management Systems including SAP Hybris, Webflow, Wordpress and Squarespace.
* Content testing and personalization tools including Adobe Target and Dynamic Yield.
* Extensive use of Jira, Workfront and other project management tools.
* Agile development environment involving a two-week sprint process.
* Navigate enterprise level Linux database systems using PuttyCM.

RELEVANT COURSEWORK

* George Washington University Full Stack Web Development Boot Camp
  + Javascript
  + Jquery
  + APIs
  + Node.js
* Virginia Tech Bachelor of Arts – Economics
  + Programming in C