

# Matthew Hunt

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## Experience

### Freelance Web Developer & Consultant

08/2011 – Present

Front End Web Developer, Business Consultant & Marketing Strategist

- Ongoing web development, social media integration, online branding, marketing campaigns, and PPC advertising for a variety of local businesses in the Bay Area.
- Production of Search Engine Optimized content in the form of blogs, video productions, copywriting, and social media postings using best SEO practices.
- Providing administrative and developmental assistance in the early stages of starting up a business creatively, efficiently and sustainably.
- Consulting with clients about using Google products (Analytics, Adwords & Adsense) to optimize their sales processes and increase ROI and conversions.

### SmartZip Analytics

11/2014 – 11/2016

Front End Web Developer

- Maintained, built features and enhanced the corporate marketing website:
  - Hosted and maintained the site in an AWS instance
  - Expanded the front end layout of the site by utilizing the Foundation framework
  - Built and utilized a development environment for stability and performance testing before deploying code into production using AWS Elastic Beanstalk
- Built landing pages for lead-generation to support all marketing campaigns, including email marketing campaigns, trade shows, and sales efforts and promotions.
- Created lead-capture pages for on-demand webinars hosted by the company, the videos for which I hosted and tracked campaigns, analytics ROI, and conversion rates via the Wistia platform.
- Collaborated with the engineering and design teams to create modern and innovative ways of introducing new feature updates to the SaaS platform as they were released.
- Regularly filled in to build and test email marketing campaigns, as well as create lists for segmentation upon deploying the campaigns to maximize the ROI and increase lead-generation to support sales.
- Fully integrated Google Analytics into the corporate marketing site and all landing pages for more efficient and data-driven decision-making for future marketing campaigns and features needed for the site, landing pages and emails.
- Used Google Webmaster Tools and customized a PHP sitemap plugin to organically move SmartZip to the top of the Google search results for many of the top-performing keywords most prevalent in the real estate technology space, putting the company ahead of many competitors in the industry.

### Wize Commerce/Nextag, Inc.

10/2013 – 04/2014

Email Marketing Specialist

- Managed the entire production process of all marketing email campaigns being deployed, including:

- Creating a schedule and deadlines for the creative team for each email
- Coding, cross-browser testing and deploying the email campaigns
- Segmenting lists and deploying all campaigns with the Silverpop platform
- Compiled data from email marketing campaigns and presented findings to upper-management, detailing the costs and the ROI of each campaign so to help plan for more successful and innovative campaigns in the future.
- Collaborated with the UI/UX Design & Q/A teams to make changes and build features for the front end of the corporate website.
- Designed web ads and logos for a variety of new sites being acquired by Wize Commerce, as well as for email marketing campaigns.

## **Bulldog Reporter**

**12/2012 – 06/2013**

Web Production Manager & Graphic Designer

- Collaborated with the marketing team to receive direction on designing web banners, building landing pages and developing HTML emails for clients to support their marketing and advertising campaigns.
- Designed white paper covers and printed book covers, in addition to designing and producing advertisements and landing pages for in-house products.
- Re-designed and oversaw the deployment of the new Daily 'Dog- a daily newsletter sent out to 70,000+ recipients daily.
- Day-to-day duties included:
  - HTML email newsletter creation, testing and deployment
  - Creating web graphics and ads to support sales
  - Drupal maintenance:
    - Installing new modules
    - Theming new site elements with CCK and Views
    - Built a custom Drupal plugin to automate site content creation into email campaigns

## **CitizenSpace**

**09/2011 – 01/2012**

Office Manager, & Events Coordinator

- Managed San Francisco's first coworking space- a 4000sq foot technical space for startups, small business and entrepreneurs.
- Maintained the CitizenSpace website and produced ongoing content for the blog, press releases, sales campaigns and copywriting for online advertising.
- Taught classes focusing on tech skills and entrepreneurship for CitizenSpace residents as well as outside guests.
- Planned and coordinated events for startups pitching to Venture Capitalists, and developed an efficient system for streaming these events online for CitizenSpace.

## **Education**

### **Google Conversion U.**

**09/2011 – 11/2011**

Certified in the following Google products: Analytics, Adwords and Adsense.

### **University of Florida**

**08/2006 – 05/2010**

Telecommunications & Production, School of Journalism

## **Additional Skills**

Adobe Creative Suite, Email Marketing, HTML5, CSS3, Javascript, React.js, Bootstrap, Foundation, Responsive Web Design, Google Drive, Git & Github (version control), AWS, JIRA, Bugzilla, Wordpress Development, Microsoft Office Suite, SEO, Social Media Marketing

*References and endorsements are listed on my LinkedIn profile, here: <http://www.linkedin.com/in/mathyouu/>*