

Matt Renfro

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I have experience in IT, Web development, Web Design, and Server administration, in LAMP and Windows environments. As a web developer I have maintained corporate websites from start to finish. I have experience in, SEO, Marketing Platforms, Lead Generation, Graphic Design, Web Design, Web Development, server administration and network technologies with a focus on front end web development and responsive design.

Work Experience

Web Developer

Avantax Wealth Management - Irving, TX
May 2020 to Present

Build and support new WordPress built websites with features and functions to support marketing needs.. Also manage and maintain drupal websites on multiple servers using unbuntu

- Design and built new avantax.com website on a self management LAMP stack with self hosted VM's.
- Configure and maintain VM server on unbuntu, install and secure phpmyadmin, ip address management, and vhost configuration.
- Create new landing pages and form handlers in Partdot Marketing Platform and build new JavaScript for query string captures for cookie and utm data.
- Maintain google analytics with new custom dimensions and goals with tag manager.
- Support SEO needs with Google search console to improve lighthouse score and website speed.
- Maintain financial documents within a custom built UI to serve pdfs to customers for download.
- Support marketing website needs for features and functionality.
- Maintain word press security and plugin updates.

Web Manager / Developer

Santanna Energy Services - Austin, TX
2017 to May 2020

Design build, and maintain current and new websites I built in WordPress with Docker, phpMyAdmin, Portainer

- Develop a digital marketing roadmap that incorporates a website traffic plan with goals and benchmarks to achieve this
- Regularly engage with company employees to support digital marketing efforts
- Oversee and manage all digital marketing channels and social media accounts to ensure brand consistency
- Maintain effective, cohesive, and engaging brand messaging
- Generate monthly reports on our marketing campaign's performance and analysis of site and social traffic
- Establish and monitor ROI and KPIs and prepare an operating budget
- Optimize website and social media channels for SEO as well as usability
- Develop, evaluate and oversee the implementation of A/B/n testing protocols and procedures

- Collaborate with internal teams to create landing pages and optimize user experience
- Forecast sales performance trends and act proactively to increase our market segment
- Motivate digital marketing team including key personnel such as graphic designers, copywriters, videographers, photographers, etc. to achieve goals
- Build landing pages for marketing
- Maintain SEO and brand management
- Maintain paid search campaigns with google adwords, tag manager, and analytics
- Work with third party vendors for Email campaigns using Adestra and Hub Spot
- Meet with Marketing team members on ROI and marketing goals for online Enrollments
- Create UI and UX comps in Photoshop
- Keep up with code versions with Git
- Manage all hosted web clients through, local hosted linux servers.
- Manage MYSQL databases and run queries to extract and display data
- Built a web UI with PHP, JavaScript, JSON, Twig, API's to display products data housed in swagger API portal.
- Design, develop and implement new features, enhancements, and content on existing and new Wordpress websites.
- Maintain and customize existing Wordpress Plugins along with regular updates to website frameworks and databases.
- Maintain and update PHP/MySQL/HTML sites.
- Work closely with project management to provide continuity from project inception through to completion
- Produce working prototypes of web and mobile interfaces

Web Designer / Developer Freelance

Algebraix - Austin, TX
2018 to 2019

Design build, and maintain current and new websites.
Maintained, and rebuilt algebrai.io, getalx.com and permission.io.
Create UI and UX comps for customer using for prototypes
Manage all hosted web clients through WPEngine, other local hosted servers.

Web Designer / Developer Freelance

Lee Tilford Agency - Austin, TX
2017 to 2018

Design build, and maintain current and new clients' websites in WordPress.
Maintained, and rebuilt specsonline.com managed over 40k products in woo commerce.
Create UI and UX comps for customer using Axure for prototypes
Manage time and maintain project scope of work within the client expectations
Manage all hosted web clients through WPEngine, other local hosted servers.
Consult company on user research, site mapping, wireframing, mockup creation, prototyping, user testing, and final interface design
Create custom websites, using PHP, CSS3 HTML5, WordPress, and woo-commerce.
Support customer needs and consult in server configuration, troubleshoot and configure Linux, nginx, MySQL, PHP5.6 stack on Ubuntu. Also CentOS and server caching
Install PHP7. Apache, and configure PhpMyAdmin on other web servers.
Create and build company Apps using PhoneGap, and prebuilt plugins for PhoneGap features with framework7 Android and IOS.

Web Designer / Developer

Akorbi - Plano, TX

2015 to 2017

Built and created custom company WordPress site in WordPress
Manage all and maintained digital marketing task, SEO, SEM, PPC, Emailers, landing pages
Manage all web servers, Setup install and configure company webserver, PhpMyAdmin, PHP
MySQL, mail, Ubuntu, webmin, ftp
Manage web localization applications with memoQ and easyling
Create Video for other departments marketing efforts using Adobe Premier
Create Company graphics for marketing materials, using Adobe Photoshop, Illustrator, and InDesign
Manage, build and send email campaigns for 5 different departments marketing efforts using constant contact
Generate Lead Generation, and having leads sent to sales team CRM using HubSpot through the website form submissions

Web Designer / Developer

Masergy Communications - Plano, TX

2013 to 2015

Manage and consult marketing team with the corporate website and web development projects in Drupal as well marketing campaign ideas for company products and services for digital marketing task, SEO, SEM, PPC, Emailers, landing pages
Design UI comps and future website ideas in Photoshop, and then create prototypes for further engagement.
Make updates and changes to Drupal and WordPress website content and module updates as well
Drupal configuration and builds with views, jQuery, CSS3 and PHP
Maintain SEO and web site rankings with search engine and maintain Google AdWords campaigns and also marketing landing pages using Marketo using google analytics and AdWords.
Manage development and production websites on Linux (Ubuntu, and RHL) based web servers.
Manage and push development website to production once projects are complete using ssh commands.
from Amazon Web Services instances (AWS)

Web Manager/Developer

View Cast Corporation - Plano, TX

2011 to 2013

Designed and built the corporate company website into a more stable work solution using the Drupal CMS, CSS, PHP, FlashAS3, JavaScript, Ajax, MYSQL and UberCart.
Configured apache, on a Linux Red Hat Private hosting environment
Maintained 24/7 high volume availability demand using open source tools such as Linux, Apache, PHP, and MySQL
I maintained digital marketing task, SEO, SEM, PPC, Emailers, landing pages
Maintained CMS core security updates and module updates
Source code control experience with subversion.
Manage all incoming website requests forms for other company departments and support for all users, driver downloads and product updates and sales.
Rebuilt and migrated company sales portal from sharepoint to drupal

Web Developer

Appticity Corporation - Irving, TX

2008 to 2010

Developed and built the corporate website into a more stable working website using the DrupalCMS
Setup apache and hosting environment with Linux debian. Maintain virtual domains, website user
accounts, MySQL databases, and DNS.

Design and code company sites with the Drupal CMS using CSS, PHP, JavaScript

Internet Manager

SCP Pool Corp - Covington, LA

2004 to 2008

Setup apache, mod_perl, php on Linux servers. Maintain virtual domains, user accounts, MySQL

Create google analytics reports of adwords, SEO placement

Setup and maintained multiple domains using Plesk and webmin.

Design and code templates for two migrating CMS, Joomla and Drupal using CSS and PHP,

JavaScript, MYSQL, MSSQL, SOAP Web Services and SEO optimization with Google analytics and Ad Words
package.

Maintained Google AdWords for swimmingpool.com

Education

A.S. in Multimedia Production

The Art Institute of Dallas - Dallas, TX

2000

B.A.S. in Graphic Design

Louisiana Tech University - Ruston, LA

Skills

- Git
- APIs
- MySQL
- CSS
- JavaScript
- HTML5
- Bootstrap
- XML
- Microsoft SQL Server
- Java
- Linux

Links

<http://XML.REST>

<http://www.mattrenfro.com>

Assessments

Graphic design — Proficient

May 2020

Using graphic design techniques and producing visual media to communicate concepts.

Full results: [Proficient](#)

Search engine optimization — Proficient

May 2020

Interpreting online website performance metrics and understanding search engine optimization tactics

Full results: [Proficient](#)

Work style: Conscientiousness — Proficient

January 2020

Tendency to be well-organized, rule-abiding, and hard-working.

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.