

Matt Renfro

Dallas, Texas

Matt.renfro@gmail.com

Skills

<p>I am a resourceful Web Manager and Developer,, who lends a hands-on approach to customizing web presence strategy. I have More than 10 years of experience working closely with managers to outline organizational needs and translate them into extensive lines of code that support objectives. Adept creation of scripts using HTML, CSS and JavaScript to convey unique branding and promote sales and marketing opportunities.</p>	<p>Tools: WordPress, Drupal, HTML, HTML5, PHP, MySql, JavaScript, SCSS React, Node JS, Apache, NGNX, Ubuntu, Azure, Docker, AWS, SSL, Unix, Agile, HubSpot CMS, Pardot, Salesforce, Connection API's, JSON, REST, InVision, Adobe Experience Design, Sketch, Adobe Creative Suite, Bootstrap, Twig, swagger, Google API's, Ajax, jQuery, CloudFront CDN, bitbucket, Git , GitHub, Google Analytics, Google AdWords, Google Tagmanager.</p>
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Experience

2022 - Current

HiTrust Alliance, Frisco, TX - Marketing Web Manager / Developer

- Build and support new Development WordPress built websites with features and functions to support marketing needs using JavaScript, PHP, MySql, HTML5, & SCSS.
- Manage in-bound and out-bound digital marketing leads, with landing pages, email campaigns, and gated content with HubSpot and Pardot Salesfroce.
- Design and build new servers with LAMP stack in self hosted VM's in Azure.
- Configure and maintain VM server on ubuntu, install and secure server applications, ip address management, and vhost configuration.
- Create new landing pages and form handlers in HUBSPOT, and Pardot Marketing Platform, build custom forms with HTML, JavaScript and query string captures for cookie and utm data.
- Maintain and manage online marketing presence with google analytics with new custom dimensions and goals with tag manager.

2019 - 2022

Avantax Wealth Management, Irving, TX - Web Manger

- Build and support new WordPress built websites with features and functions to support marketing needs.
- Design and built new website with WordPress on a self-management LAMP stack with self hosted VM's.
- Create new landing pages and form handlers in Pardot Marketing Platform, build custom forms with HTML, JavaScript and query string captures for cookie and utm data.

2017-2019

Santanna Energy Services, Austin, TX - Web Manager / Developer

- Design, build, and maintain current and new websites I built in WordPress with Docker, phpMyAdmin, Portainer.
- 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.
- Build landing pages for marketing lead generation.
- Maintain SEO and brand management and paid search campaigns with google adwords, tag manager, and analytics.
- Work with third party vendors for Email campaigns using Adestra and HubSpot.
- 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.

2015 - 2017

Lee Tilford Agency, Austin, TX - Web Designer / Developer

- Design, build, and maintain clients websites in WordPress and WPENGINE. Maintained, and rebuilt specsonline.com with woo commerce.
- Create UI and UX comps for customers using Axure for prototypes .
- Consult company on user research, site mapping, wireframing, mockup creation, prototyping, user testing, and final interface design.
- Support customer needs and consult in server configuration, troubleshoot, and configure Linux, nginx, MySQL, PHP5.6 stack on Ubuntu.

2010 - 2015

Masergy Communications, Plano, TX - Web Designer / Developer

2008 - 2010

View Cast Corporation, Plano, TX - Web Manager/Developer

2004 - 2008

SCP Pool Corp, Covington, LA - Internet Manager

Education

1997 - 1999

The Art Institute of Dallas - Dallas, Texas - A.S: Multimedia Production

1994 - 1997

Louisiana Tech University - Ruston, La - B.A.S: Graphic Design