

Matt Renfro

Dallas, Texas

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Skills

WordPress, Drupal 7, Ubuntu OS server configuration, Server Security Certification, bash scripting, Apache, PHP, JavaScript programming, CSS SCSS, HTML HTML5, Website optimization, Technical Analysis, Agile Workflow, Content Marketing Tools, Pardot Salesforce, HubSpot.

I am a resourceful Web 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. Specialty supporting intricate backend needs and lending assistance throughout the website lifecycle

Experience

2022 - Current

HiTrust Alliance, Frisco, TX - Senior Web Developer

- Build and support new WordPress built websites with features and functions to support marketing needs.
- Design and built 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 Pardot Marketing Platform, build custom forms with HTML, JavaScript and query string captures for cookie and utm data.
- Maintain google analytics with new custom dimensions and goals with tag manager.
- Support Marketing needs with website performance and scripting..

2020 - 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.
- Configure and maintain VM server on ubuntu, install and secure phpmyadmin, ip address management, and vhost configuration.
- 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.

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2017-2020

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 Hub Spot.
- 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.

2016 - 2017

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

- Design build, and maintain clients websites in WordPress and WPEngine.
- Maintained, and rebuilt specsonline.com with woo commerce.
- Create UI and UX comps for customer 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.

2013 - 2015

Akorbi, Plano, TX - Web Designer / Developer

- Built and created custom company website 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, Ubuntu.

2010 - 2013

Masergy Communications, Plano, TX - Web Designer / Developer

- Manage and consult marketing team with the corporate website and web development projects in Drupal as well marketing campaign ideas for company. SEO, SEM, PPC, Email's, landing pages.
- Make updates and changes to Drupal and WordPress website content and module updates as well Drupal configuration (AWS).

2008 - 2010

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

- Designed and built the corporate company website into a more stable work solution using the Drupal CMS, CSS, PHP, JavaScript, Ajax, MYSQL and UberCart.

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*