

**Matt Renfro**

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**Overview:**

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.

**Technologies:****Knowledge:**

WordPress, woocommerce, Drupal, Adobe Creative Suite, HTML5, PHP, JavaScript, IIS, LAMP, MAMP, WAMP, WPEngine, RedHat, Ubuntu, MYSQL, CSS Grids, SASS and LESS, Media Queries, Twitter Bootstrap, XML.REST,SOAP, JSON, swagger, Google API's, AWS, amazon s3, Ajax, twig, jQuery, KeyCDN, CloudFront CDN, bitbucket, Git , GitHub, Google Analytics, Google AdWords, Google Tagmanager, KlipFolio, Hubspot. Node.js, React, Visual Studio, SQL

**Work Experience:**

Avantax Wealth Mangement

**Web Developer / Freelance**

Irving, Tx.

May 2020 – Present

- Build and support new features and pages in current wordpress and drupal websites on multiple servers using unbuntu
- Create new landing pages in Partdot Marketing Platform and build new forms.
- Maintain google analytics with new custom dimensions and goals

Santanna Energy Services

**Web Manager / Developer**

Austin, Tx.

2017 – 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

Algebraix

**Web Designer / Developer freelance 6 months**

Austin, Tx.  
2018 – 2019

- ▣ Design build, and maintain current and new websites.
- ▣ Maintained, and rebuilt [algebrai.io](http://algebrai.io), [getalx.com](http://getalx.com) and [permission.io](http://permission.io).
- ▣ Create UI and UX comps for customer using for prototypes
- ▣ Manage all hosted web clients through WPEngine, other local hosted servers.

Lee Tilford Agency  
**Web Designer / Developer freelance 6 months**  
Austin, Tx.  
2017 – 2018

- ▣ Design build, and maintain current and new clients' websites in WordPress.
- ▣ Maintained, and rebuilt [specsonline.com](http://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 webservers.
- ▣ Create and build company Apps using PhoneGap, and prebuilt plugins for PhoneGap features with framework7 Android and IOS.

Akorbi  
Plano, TX  
**Web Designer / Developer**  
[www.akorbi.com](http://www.akorbi.com)  
2015 –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

## Masergy Communications

Plano, TX

### **Web Designer / Developer**

2013 - 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 RHEL) based web servers.
- ▣ Manage and push development website to production once projects are complete using ssh commands. from Amazon Web Services instances (AWS)

## View Cast Corporation

### **Web Manager/Developer**

Viewcast.com

Plano, Texas

2011 - 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

## Apptricity Corporation

### **Web Developer**

2008 - 2010

Irving, Texas

- ▣ 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

## SCP Pool Corp

### **Internet Manager**

2004 - 2008

Covington, LA

- ▣ 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:**

### **The Art Institute of Dallas**

Dallas, Texas

A.S. (Multimedia Production)

2000

### **Louisiana Tech University**

Ruston, Louisiana

B.A.S. (Graphic Design)

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