

# Matt Head

**Web developer, Google certified, results based marketing.**

Denver, CO 80210

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I am proficient in web development, marketing, lead generation, ecommerce, reading important analytics, and increasing revenue without increasing costs.

Authorized to work in the US for any employer

## Work Experience

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### **A Friend For Folks - Myself**

Afriendforfolks.com - Denver, CO

August 2022 to Present

I currently have a part time job while working on a project that I would like to eventually turn into a business. A Friend For Folks is a project aimed at virtual companionship as well as entertainment for seniors.

### **Business Development. Web Dev. Marketing.**

Mad Peaches Med Spa (Owner Sold Business) - Denver, CO

February 2021 to March 2022

<https://madpeachesmedspa.com/>

Increased revenue. Heat mapped old website to see what clients were most interested. Rebuilt website, took pictures, took videos, redesigned site flow and pages/menus. Set up conversion tagging with Google Tag Manager so we could run ads based on conversions to phone calls. Built a landing page on the website for ads and reorganized Google ad account. (They were previously running ads to a landing page not connected to the website) Built an ecommerce store to create an additional stream of revenue. Set up a texting software that connected to our email software (KEAP which connected to Plus This which was connected to Twilio) Revised brand image and what customers see, GMB and Yelp. Also changed interface with booker to give clients a better interface and user experience. Also did other things.

### **Marketplace Manager. Ecommerce Developer**

EPower Solutions, LTD - Denver, CO

September 2020 to February 2021

<https://your-epower.com/>

I managed the inventory / pricing / products on Amazon, Amazon Canada, Amazon CR, Newegg, Newegg Business , Walmart, and Back market. Built new Commerce website, implemented analytics, listed products on new website with links that went straight to Amazon/Newegg for customer trust. Collected emails and set up mail chimp mailing list.

Reason for leaving: I was let go due to a Covid budget issue. I still have a good relationship with Deina and Ashley and the company. (Only Company I have been let go from)

## **Left New Jersey To Move To Colorado**

August 2020 to August 2020

### **E-Commerce Developer**

All in One Smoke Shop Chain - Philadelphia, PA

January 2019 to July 2020

Completely rebuilt website set up inventory on Quickbooks of 5000 Sku's. In 6 months reversed \$4,000 a month loss to \$6000-\$8,000 a month. (Small margins on expensive designer glass pieces) However these pieces were in their local smoke shops and were moved around acting as advertising for the stores for people who went to the website. Content creation, marketing, shipping, everything else. The ecommerce store was a new startup for them.

Reason for leaving: Moved to CO.

### **Marketing Coordinator**

Fyr-Fyter - Lawrenceville, NJ

January 2018 to January 2019

<http://fyrfyter.net/>

Created New Website, Integrated Cookies To Track Visitors. Found An App For Customers To Track & Contact Technicians. Set up Google ad campaign for them which was profitable. Coached Technicians And Developed Guides Making Technician Adoption Easy. Created PPC Campaign With A Positive ROI, Increased Revenue By %15

### **Stand Up Comedy**

Myself - New York, NY

August 2015 to December 2016

For about a year and a half I worked on a golf course until 1:30 pm and then I took the train into NYC to go to The Creek & The Cave as well as other comedy clubs to do open mic stand up comedy. I was not particularly good or funny but it was something I wanted to try to do.

## Education

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### **BA in Digital Marketing**

University Of Miami - Miami, FL

August 2011

## Skills

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- Java, Python, GO, C++
- Sales
- Customer
- Service
- Photoshop
- Content Creation

- HTML5
- E-Commerce
- User Interface (UI)
- Google Analytics
- User Experience (UX)
- Branding
- Analytics
- Git
- GitHub
- MailChimp
- Marketing automation
- Facebook Advertising
- CRM software
- Conversion optimization
- Analysis skills
- Content Development
- Email Marketing
- Programming
- Marketing,
- PPC, Creative Writing, Video Content Presentation, Animation Videos
- Patience, Ability To Listen, Ability To Learn
- Microsoft Office
- editing
- Content Management
- Blogging
- JavaScript
- Search Engine Optimization (SEO)
- CSS
- WordPress
- Web Development
- Digital Marketing
- APIs
- Google Ads
- Search engines
- Keyword research
- Web Design
- AWS
- Computer Networking

## Assessments

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### **Marketing — Highly Proficient**

December 2019

Understanding a target audience and how to best communicate with them

Full results: [Highly Proficient](#)

### **Spreadsheets with Microsoft Excel — Completed**

April 2020

Excel knowledge including common tools, PivotTables, conditional & nested formulas, and custom visuals.

Full results: [Completed](#)

### **Social Media — Proficient**

December 2019

Creating content, communicating online, and building a brand's reputation.

Full results: [Proficient](#)

### **Attention to Detail — Highly Proficient**

December 2019

Identifying differences in materials, following instructions, and detecting details among distracting information.

Full results: [Highly Proficient](#)

### **Logic & Critical Thinking — Highly Proficient**

December 2019

Using logic to solve problems.

Full results: [Highly Proficient](#)

### **Work Style: Conscientiousness — Highly Proficient**

December 2019

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

Full results: [Highly Proficient](#)

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