



Matthew Willis • 1409 E. North St. • Tampa FL 33604 • 727.418.5085 • matthew@em-w.com

## **GOALS**

- Establish position with a marketing team utilizing superior creative writing skills.
- Create dynamic, search-engine optimized content that gets products discovered and sold.
- Stay abreast of, and employ latest SEO, blogging and social media trends.
- Utilize strong artistic and written skills to provide creative solutions to marketing challenges
- Provide graphic and web design skills; contribute varied experience to the organization.
- Continue to learn new skills and constantly gain marketing and sales experience.

## **EMPLOYMENT HISTORY**

### **4 Wheel Online**

*October '10 - Present*

- Use creative writing, SEO experience, design and web development skills and other resources to build, refine and maintain 4wheelonline.com, petstreetmall.com and other websites.
- Write search engine-friendly copy and otherwise structure web pages for SEO. Write content for multiple pages offering similar auto parts and pet products. Make sure that 4 Wheel Online, Pet Street Mall and other company sites maintain competitive positioning in search engine results.
- Prepare for and participate in weekly staff meetings where marketing campaigns are strategized, SEO standards and trends are discussed and design techniques are shared.

### **Web and Print Project Coordinator**

*July '09 - October '10*

- Provide web and print project coordination services to various clientele, including Dr. Ann Nielsen ([www.sharinglovelight.com](http://www.sharinglovelight.com)), Otis Velt and the Old School Band ([www.myoldschoolband.com](http://www.myoldschoolband.com)), and technical illustrations and instructions for Applied Media Technologies Corporation.

### **Brown & Brown Insurance**

*July '06 - July '09*

- Conceptualize, author and implement clients' web-based communication materials: benefit guides, enrollment reminder postcards, "important phone numbers" wallet cards and magnets, benefit announcements flyers and posters, and mailings.
- Write and produce client's web-based communication materials: HTML-based mass emails, animated web-based audio/video overviews of clients' employees benefit options.
- Coordinate print production: work with outside print vendors to coordinate printings, bid upcoming jobs and recommend vendors, manage spec requirements for different vendors.
- Create company marketing materials: design and produce print- and web-based promotional and sales pieces: brochures, logos, flyers and web-based animates product overviews.
- Respond to and solve user based IT-problems. Maintain software and hardware resources, install new users and configure Exchange Server accounts. If necessary, bring in and work with outsourced IT service provider. Maintain server backups; restore files as needed.
- Maintain company website, [www.bbpinellas.com](http://www.bbpinellas.com).



Matthew Willis • 1409 E. North St. • Tampa FL 33604 • 727.418.5085 • matthew@em-w.com

## **EMPLOYMENT HISTORY (continued)**

### **Independent Consultant**

*March '04 - July '06*

- Provide Macintosh and other technology and design-based consultation services to a broad and varied client base .
- Projects included: print and web design, implement cross-platform network solutions, migrate files and software to upgraded hardware, develop Filemaker applications, disaster recovery, website development and software training.

### **Cedco Publishing, Inc.**

*March '01 - March '04*

- Lead graphic designer. Provide production art and design assistance as needed.
- Produce company newsletter.
- Provide First-tier IT support for design team.

### **Mervyn's Inc.**

*January '00 - March '01*

- Computer Support, IT Specialist, responsible for installation and maintenance of Macintosh systems as well as design-based end-user hardware, software and operating systems. Responsible to write documentation to illustrate company computer policies and software training manuals.

### **Osborne/McGraw-Hill**

*December '98 - January '00*

- Designer, Copy Writer and production artist.

## **EDUCATION**

### **Hampshire College**

*Fall 1989 - Summer 1992*

- Undergraduate at Hampshire College in Amherst, Massachusetts. Liberal Arts studies focusing in philosophy, creative writing, fine art, computer graphics and design.
- Current member on lynda.com, focusing on SEO, and other Web Development courses.

## **SOFTWARE AND RELATED EXPERIENCE**

- SEO
- Photoshop
- Office
- Filemaker
- Illustrator
- Wordpress
- Flash
- Dreamweaver
- XHTML/CSS
- Fireworks
- Freehand
- Quark/InDesign



## THREE PROFESSIONAL REFERENCES

### **JONI LONG**

**727-460-6300**

#### **Brown & Brown Insurance**

*17757 US Highway 19, Clearwater, FL 33764*

Joni was my supervisor at Brown & Brown where I was responsible for producing marketing and other communication materials.

### **DAN MARTIN**

**813-766-9283**

#### **Otis Velt and the Old School Band**

*4812 E. Hillsborough Ave, Tampa FL 33604*

I work with Dan to produce marketing materials for his band, Otis Velt and the Old School Band. Currently maintaining design and implementation of the website.

### **BROOKE WARNER**

**727-520-5734**

#### **Anytime Fitness**

*900 Central Ave, St. Petersburg, FL 33705*

I design brochures, newsletters and help with member email marketing campaigns for Brooke and Anytime Fitness - St. Pete.