

MATTHEW SHIRK - WEB DEVELOPER

891 Post Street, Apt 305, San Francisco, CA 94109

(415) 405-5305

shirkmatt3@gmail.com

EDUCATION:

Master of Science: Applied Information Management

University of Oregon, Eugene, OR.

Graduated: August 13, 2016

Cumulative G.P.A.: 3.77

Bachelor of Science: Major in Psychology (Consumer)

Minors: Multimedia Design, Business Administration

University of Oregon, Eugene, OR.

Graduated: June 2004

PROFICIENCIES:

- **Coding:** HTML5, CSS3, PHP, JavaScript, jQuery, MySQL, XML, Command Line
- **Amazon Web Services:** EC2, S3, RDS, SES, SNS, Cloudfront, Elastic Load Balancing
- **Project Management:** Jira, Confluence, Microsoft Project, Basecamp, Lighthouse, Trello
- **Ecommerce Development:** Shopify, Netsuite, Volusion, WooCommerce, Paypal API, Drupal/Ubercart
- **WordPress Development:** Custom Themes, Custom Plugins, eCommerce, Multisite Installations
- **Database Management:** MySQL Workbench, HeidiSQL, PHPMyAdmin, Navicat
- **Version Control:** Git, SVN, Github, Bitbucket
- **Adobe:** Photoshop, Illustrator, InDesign, Premiere Pro, Flash, Dreamweaver
- **SEO/SEM:** Google Analytics, Google Webmaster Tools, SEM Rush
- **CRM:** Netsuite CRM, LimeLight, Hubspot

CURRENTLY EMPLOYED AS:

Full Stack Web Developer - November 2016 to Present

Everscale Agency (formerly known as UrthGroup Inc.)

- Work directly with CEO and client stakeholders to identify company goals, business constraints and requirements for projects such as budget, project timeline, development assets and resource allocation.
- Manage in-house and remote teams for the full stack design, development and maintenance of corporate, online retail, direct sales, affiliate marketing and brand promotion websites.
- Responsible for server administration including server installation and configuration, MySQL database installation, user management and security certificate implementation.
- Responsible for establishing overall design guide principles including branding development, color palette, corporate messaging, layout and mockups of new sites, new offerings and related project deliverables.
- Lead user interface optimization of ecommerce website checkout pages to streamline the checkout process.
- Accountable for all public facing web content including promotional imagery, infographics, corporate website development, company blog development, public relations imagery, email marketing, SEO and social network management.

PREVIOUS EXPERIENCE:

UI/UX Web Developer - October 2013 to January 2015

Waypoint Building Group Inc.

- Responsible for the design and development of Waypoint Building Group's "Waypoint Connect" platform dashboard allowing commercial real estate decision makers to optimize utility usage and find opportunities for energy efficiency.
- Collaborate with primary stakeholders, project manager, chief data engineer and five-member development team using Agile development processes and Jira to manage the completion of PHP, MySQL and JavaScript development projects.
- Utilize detailed event tracking solutions to measure user interface events such as clicks, hovers and graph interactions.
- Manage ongoing user experience analysis and user interface optimization of the "Connect" analytics platform.
- Collaborate with engineers and client delivery team to select, optimize and develop valuable online graphs, charts and automated reporting tools for "Connect" analytics platform.
- Work with primary stakeholders and decision makers to establish overall corporate design guide principles including logo design, branding, color palette, messaging, site layout and mobile device optimization.
- Accountable for all public facing web content including promotional imagery, infographics, corporate website development, company blog development, public relations imagery, email marketing, SEO and social network management.

Lead Ecommerce Web Developer (Contractor) - June 2011 to October 2013

Sunland International Corp. and Alpha Orthotics Corp.

- Responsible for online sales and web development for various retail sites
- Implement complete redesign of existing sites' architecture, user interface and secure checkout while maintaining site rankings for important search terms.
- Increase total internet sales over 23% YTD (Dec 2011 - Dec 2012) (Google Analytics).
- Accountable for monthly online advertising budget divided among numerous ad campaigns on search engines, social networks, comparison shopping sites and customer review services.
- Responsible for all search engine optimization and search engine marketing
- Maintain online product databases and update international "comparison shopping" sites daily as needed.
- Establish and maintain all social network profiles, ad campaigns, news feeds, promotions and fan relations.

Web Development Coordinator - June 2010 to June 2011

Purity Cosmetics Corp.

- Responsible for internet sales & web development for international network of e-commerce websites
- Increase total international online sales over 140% by streamlining the online checkout process.
- Responsible for integration of shopping cart checkout and content management software with the existing website framework while maintaining previous aesthetic design, search engine rankings and page layout.
- Establish new procedures for completing internet orders, adding store credits and running batch processes for mass printing shipping labels and importing order data to accounting software.
- Responsible for automating every step of the order completion process from entering the order to packing the order, recording the orders, accounting and final shipment.
- Accountable for monthly online advertising budget divided among different ad campaigns on search engines, social networks, comparison shopping engines and individual websites.
- Maintain online product database and updated international sites daily and as needed.

RECENT PERSONAL PROJECTS:

BubbleTrends.com

<http://bubbletrends.com>

A news aggregator website built as part of a graduate school data visualization project.

Simple Login Page Customizer

<https://wordpress.org/plugins/simple-login-page-customizer/>

Wordpress Plugin that simplifies adding company branding and logos to the user login page.

Woo Related Products to Posts

<https://wordpress.org/plugins/woo-simply-add-products-to-blog-posts/>

Wordpress Plugin that simplifies adding specific WooCommerce products to blog posts.