

RECENT WORK EXPERIENCE

WEB DEVELOPER // THRIVEWORKS COUNSELING // FREDERICKSBURG, VA // JAN. 2018 - PRESENT

Worked directly with the CEO, Vice President of Marketing and department staff to conceive, establish and evolve digital marketing/communication strategies

Provided multiple online properties with graphic design, web development, UX/UI design, and server administration

Responsible for the design, deployment, administration and modification of multiple web products and applications

Managed data/analytics reporting and conducted user research to enhance overall effectiveness of digital products and strategies

WEB DESIGNER/DEVELOPER // MARY BALDWIN UNIV. // STAUNTON, VA // OCT. 2015 - AUG. 2017

Primary individual responsible for creating, or facilitating the creation, of client facing web based and mobile products.

Created and implemented a 140 Wordpress multisite redesign through sketching, wireframes, mockups, interactive prototypes, user testing and data-driven coding.

Supported the Vice President of Communications with internal and external digital campaigns, strategy execution and analytic reporting across owned, earned & paid digital platforms.

Published and instructed website administrator training for faculty, students and staff on a monthly/as needed basis.

Collaborated regularly with various institutional team members, departments and external vendors for overall success of the University's communication and marketing efforts.

CREATIVE DIRECTOR // REVBUILDERS MARKETING // GAINESVILLE, VA // MAY 2014 - OCT. 2015

Lead and directed the development of digital resources and marketing strategies while establishing and/or implementing brand standards, for clients and internally.

Created, developed and lead the implementation of online marketing plans, digital properties and web/mobile applications for clients and internally.

Acquired, wrote and managed client contracts, to include defined solutions for numerous accounts on a project or recurring basis.



EDUCATION

**GEORGE MASON
UNIVERSITY
SCHOOL OF FINE ARTS**
FAIRFAX, VA - CLASS OF 2012
**BACHELORS OF ARTS
GRAPHIC DESIGN**
MINOR - ART HISTORY

LEADERSHIP & MANAGERIAL CAPABILITIES

14

years of
managerial
experience

3

versions of Base-
camp usage, over
a decade.

23

active projects
at a single
occasion

TECHNICAL ABILITIES

EXTREMELY PROFICIENT AND EXCEPTIONAL IN THE FOLLOWING:

- **Adobe CC** // Ai - iD - Ps - Dw - Xd - Ae - Lr - Fw
- **Creative Direction** // Conceptual frameworks, client/ team collaboration, best practices & approaches
- **Graphic Design** // Branding, typography & illustration
- **Visual Design** // Motion graphics & video production
- **Web Development** // HTML, CSS, JavaScript, jQuery, Apache, PHP, MySQL, UI/UX design

CONNECT & REVIEW

 [mtscreeates.com/portfolio](https://www.behance.net/mtscreeates)

 dribbble.com/bear_britches

 twitter.com/bear_britches

 [linkedin.com/in/matt-t-small](https://www.linkedin.com/in/matt-t-small)

RECENT AWARDS

FIRST PLACE, DESIGN BATTLE // VOX PRODUCT PIXEL PUNCH // WASHINGTON, DC // 2016

Top prize competing in the invitation only, design battle,