

MATT TARR

WEB DESIGN & MARKETING SPECIALIST

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Profile

Experienced, self-motivated professional with a proven track record of delivering tangible results for a variety of business partners.

Skills

Web Design

Specializing in development of clean, functional sites that are easy to maintain and Google-friendly.

Project Direction

Equally adept at client interaction and team-building. Can lead and manage in deadline-oriented environments.

Strategic Marketing

Ability to develop cost-effective strategies that generate traffic and revenue. News experience a plus in building content.

Technical

XHTML/CSS/PHP

Flash

Wordpress

Javascript

Adobe Photoshop

Joomla/Drupal

Jquery

Adobe Creative Suite

e-Marketing

Experience

Elevation 7

2008-present

Creative Director & President

Responsible for management, coordination and leadership of full-service creative and strategic marketing agency. Primary duties include development and execution of creative projects from initial concept to final delivery. Also manage day-to-day aspects of business including development of marketing strategy, networking/business leads and opportunities, website and social media development/maintenance and administrative tasks.

Gannett/The News-Press

2003-08

Presentation Editor

Developed and coordinated visual elements for media publisher. Supervised and executed large-scale projects and special print sections in addition to duties as designer for daily publications. Worked closely with writers, photographers, illustrators and editors to execute projects on rigid deadlines. Additional duties included copy editing, writing and proofreading.

Paramount Environments

2002-03

Creative Director

Supervised and developed a variety of brand identity, marketing and design campaigns for national corporation. Projects included large-scale signage programs, website development and print advertising. Duties included day-to-day management and supervision of creative team.

Phoenix Creative

1999-2001

Designer/Copywriter

Executed a variety of design projects from initial concept to final production, including in-store signage, packaging and magazine/catalog layout. Produced advertising and promotional copy for a wide range of mediums including direct mail, billboard and television. Also assisted in developing brand marketing campaigns and strategy for a number of national accounts.

Education

University of Kansas | 1992

Bachelor's degree (political science and English); Dean's list 1991-92

Southern Illinois University | 1995

Second bachelor's degree (journalism and mass communications); graduated magna cum laude