



# MATTHEW SIMMONDS

Marketing Specialist

## PROFILE

As a highly skilled graphic designer and website developer with over 15 years of experience, I have a proven track record of delivering exceptional results on projects of varying size and complexity. My extensive knowledge of industry-leading design software and web dev tools, coupled with my ability to create visually stunning and user-friendly websites, make me an ideal candidate for any project. I am dedicated to staying up to date with the latest trends and technologies in both design and development and am passionate about using my expertise to help clients achieve their goals. With my persuasive communication skills and commitment to excellence, I am confident that I would be an asset to any team.

## CONTACT

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ADDRESS:  
Riverview, Florida

EDUCATION:  
Sir Sanford Flemming College  
Digital Forensics

## WORK EXPERIENCE

### QCare Plus - Marketing Specialist & Design Lead

May 2022 – March 2023

- Setup website hosting, Q Care emails, security, databases and backups.
- Designed and developed all Q Care Plus's websites and landing pages.
- Design all website graphics, advertisements and PowerPoint presentations.
- Created and managed social media marketing campaigns as well as SEO, SEM and Google analytics.

### Synzi - Visual Marketing Lead

September 2018 – May 2022

- Conceptualizing creative design ideas and content in alignment with company goals.
- Designed and developed all Synzi's websites and landing pages.
- Designing visual elements for the website, sales/marketing materials, thought-leadership pieces, video, digital ads, etc.
- Enhancing and innovating the core brand and visual elements used throughout Synzi's current and future content including PPT templates, one-pagers, brochures, white-papers, eBooks, videos, webpages, event banners, branded giveaways, ads, etc.
- Incorporated functionalities and features related to Live Chat, Customer Support & Login applications. Leading quality assurance testing, bug tracking and website backups and security.

### Gilla Inc. - Director of I.T.

June 2011 – May 2018

- Decreased costs of IT operations by bringing email service, graphic design, website design, and website hosting in-house.
- Increased financial opportunities by designing PowerPoint master presentations and page layouts, serving as the company's main presentation tool for all proposals and investors.
- Designed/developed all Gilla and the companies affiliate websites, including layout, graphic design and coding of the websites including company's wholesale and retail e-commerce sites.
- Created Gilla's social media marketing campaigns, website SEO and Managed website Google analytics.