



Matthew Egan

WEB DEVELOPER

Profile

Analytical, organised and ambitious problem-solver. Marketer-turned-programmer who took a "skill-batical" in 2020 to learn to code. Currently looking for a role where I can combine my full-stack web development skills with my understanding of user behaviour to create phenomenal user experiences.

Employment History

Web Developer, Duoplus Digital Marketing

MARCH 2021 – PRESENT

- Solved client needs by creating WordPress websites, customised with plugins and PHP custom code.
- Managed WordPress updates and troubleshooting using WHM/cPanel, FTP, ManageWP and up-time monitoring web apps.

Marketing Manager, Profitable Tradie Business Coaching

DECEMBER 2018 – APRIL 2020

- Increased sales by 54.3% by making iterative, data-driven improvements across email and social media marketing channels.
- Hired for multiple positions to increase the output of the marketing team.
- Collaborated with the Director on marketing strategy, continually adapting in an ultra fast-moving industry.
- Efficiently created high-quality, multi-channel marketing content using systems and processes to ensure consistency.
- Compiled detailed analytics that proved the exact ROAS of all marketing campaigns in real time.
- Created educational content for clients and provided critical feedback and evaluation of marketing campaigns.

Marketing Coordinator, Profitable Tradie Business Coaching

AUGUST 2016 – DECEMBER 2018

- Launched a sidearm to the business selling WordPress websites. Conducted sales meetings, created project management tools and processes and designed a reusable template based on conversion optimisation best practices.
- Used CRM platforms to nurture prospects with automated email content.
- Hired external experts to dramatically expand our email marketing reach.
- Used Adobe Creative Suite to create authority-building marketing content.

Freelance Web Developer, Hamilton Paint & Plaster

FEBRUARY 2016 – AUGUST 2016

- Doubled the revenue of the business in three months.
- Implemented a marketing campaign using self-taught marketing and web development skills such as WordPress, SEO, Google Ads and Google Analytics.
- Monitored and optimised campaigns to improve lead quality and quantity while reducing costs.

Education

Bachelor of Communications, Waikato University, Hamilton

MARCH 2012 – JUNE 2015

- Double Major in Marketing and Human Resource Management
- 3.4 GPA
- Elected as Marketing Division Events Manager for the Waikato Management School Students' Association

Details

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Skills

Project Management
Client Management
Content Creation & Blogging
UX Design
Adobe Creative Suite
Jira

Programming Languages

Javascript
HTML
CSS
PHP
C#
Node.js

Interests

Board Games | Musicianship |
Fitness | Nutrition | Cooking |
Documentaries |