

## Matthew Fall

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### PROFESSIONAL EXPERIENCE:

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#### **NewCloud Networks**, Centennial, CO

**July 2018 - Present**

##### *Marketing Assistant*

- Develop tri-weekly blog posts for NewCloud Networks Blog based on high-level SEO/keyword research
- Design images for blogs, landing pages, trade shows, and other content
- Create eBooks, brochures, infographics, email campaigns, social media posts and other marketing collateral
- Customize landing pages and webpages with HTML and CSS on WordPress and Hubspot

#### **Daniels Microsoft Certification Program**, Denver, CO

**September 2016 - June 2018**

##### *Primary and Secondary Teaching Assistant*

- Teach/Assist in education of Microsoft Office Programs, including Word, Excel, and PowerPoint
- Responsible for leading classroom instruction in classes of 30+ students
- Serve as the main point of contact for students
- Hold office hours each week and proctor Microsoft certification exams

#### **Xcel Energy**, Denver, CO

**January 2018- June 2018**

##### *Business Intern*

- Support Program Managers and over 16 electric and nature gas efficiency programs
- Create and revise program literature, electronic content, and tools
- Assist in restructuring webpage architecture and improving the user experience
- Special projects and tasks involving customer communications and internal record keeping

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### WEB DESIGN PROJECTS:

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#### **Fish Farm Ministries**

**September 2018 - Current**

- Work with ministry owners to develop a web content outline
- Develop website and configure content using WordPress
- Develop user-guides for ministry owners to facilitate future website updates
- Created Fish Farm logo and branding materials
- Providing ongoing support and webpage updates

#### **CMA Legacy Society**

**March 2017 - January 2018**

- Construct a web content outline (information architecture) per criteria of board members and web consultant
- Assisted web developers in creating website using WordPress
- Developed and executed social media outreach and communication plan to promote interest in and solicit donations for the non-profit

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### WORK PORTFOLIO

- *Please find some of my most recent work at the follow link:* <http://aiviloweb.com/MFall/index.html>

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### EDUCATION:

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#### **University of Denver**, Denver, CO

**Graduation: June 2018**

*Bachelor of Science Business Administration – International Business*

*Minor - Spanish*

GPA: 3.91

Certifications: Microsoft Word, PowerPoint, Excel, Google AdWords, Hubspot Inbound Marketing

## VOLUNTEER EXPERIENCE

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### **Dressemer Foundation**

**January 2019 - Present**

*Graphic Design Volunteer*

- Create, design, and advocate graphics for Dressemer events, print, and digital materials

## COMPUTER AND LANGUAGE SKILLS:

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**Language:** Proficient in Spanish (including study abroad Fall 2016 at Universitat Pompeu Fabra, Barcelona)

**Computer:** Google AdWords Certified, WordPress, certified in MS-Word, PowerPoint, and Excel, Proficient in Adobe Photoshop, Adobe Illustrator, Constant Contact, Hubspot, HTML, CSS