

MATT SANCHEZ

Designer, Developer, Marketing & Business Specialist

CONTACT

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KNOWLEDGE

Creative Elements

Color Theory
Photo Capture & Editing
Video Capture & Editing
Graphic Design & Illustrations
Digital & Print Design
Typography

Design, Development, & IT Support

Adobe Creative Suite
App Design
App Development
Graphic Design
HTML & CSS
UI & UX Design
Web Design
Web Development
eCommerce
Program Mapping
Tier 1 IT Support
Networking
Microsoft Office Suite
Windows PC
MacOS, iOS, iPadOS

Sales & Marketing

Presentation Design
Conversion Tracking
Targeting & scalability
Demographics & Geographics

Data Analysis & SEO

Data Analysis
Market Research
AdWords
General SEO
Optimization Techniques
Organic SEO

Business and Management

Accounting Basics
Office Management
Team collaboration
HR Best Practices

EDUCATION

High School - 2010
Gibsonburg High School

Vocational - 2010
Vanguard Career Center

College - 2011
Bradford Schools
Associates In Applied Business
For Graphic Design

EXPERIENCE SUMMARY

Matt Sanchez brings a deep understanding of the relationship between art and technology, using this knowledge to influence business decisions and drive growth. His approach ensures that all projects are not only visually stunning but also technically robust. With over 15 years of experience, Matt has taken on a diverse range of responsibilities across various roles in design, development, and business management. As a Tech & Marketing Coordinator, Operations Manager, and founder of multiple ventures, Matt has consistently set strategic directions, managed complex projects, and driven business growth. His expertise includes high-quality graphic design, web design, and app development, ensuring that all deliverables are both visually compelling and highly functional.

In his business ventures, Matt has integrated his artistic skills and technical knowledge into strategic decision-making processes. This unique combination allows him to approach business growth from a holistic perspective, balancing aesthetic appeal with technological efficiency. By staying current with the latest trends and technologies, he ensures that his companies remain competitive and innovative.

His ability to lead teams, collaborate closely with clients, and stay current with the latest trends and technologies has allowed him to deliver innovative and effective solutions across multiple industries. Through his multifaceted roles, Matt has honed his skills in project management, client collaboration, and creative problem-solving, making him a valuable asset in any project he undertakes.

CAREER HISTORY

APE FORGE Creative Director / Designer / Developer

2019 - Current

Spearheaded creative projects for small and medium sized businesses, leveraging design and technology to provide scalable solutions. Provided creative direction to a team of creative and managed overall business operations.

Notable Clients:



FIRST UMC BG Digital Media Coordinator

2022 - Current

A good Sunday is when no one notices what was done behind the scenes. This position required a stealthy approach to the creative process by managing the sound board, light board, live streams, and presentation hardware.

COUSINO RESTORATION Tech / Marketing Coordinator

2018 - 2022

Designed and deployed marketing collateral for the business development and sales teams. Researched and implemented new technology for documentation for more accurate restoration projects. Developed and submitted proposals for government bids and large loss projects.

ARNOLDS HOME IMPROVEMENT IT Support / Graphic Designer

2013 - 2018

Designed printed materials for sales team. Coordinated technology for sales and marketing departments. Developed specialized spreadsheets and programs for tracking and calculating sales performance.

CRAZY COW GRAPHICS Graphic Designer / Web Specialist

2017 - 2019

Provided expedited design services for fast digital printing via sublimation. Designed a webstore for sales and promotions. Managed social media presence for exposure.

HAAS-JORDAN / SPITTING IMAGE Operations Manager / Graphic Designer

2015 - 2017

Improved, rebuilt, or created new graphics for 1-4 color printing processes on umbrellas and other mediums. Managed the printing department that offered sublimation, direct-to-garment, and screen printing services.