

# MATTHEW SWAN

75 Montgomery Drive; Harleysville, PA 19438 | 215-808-3063  
[getinthepond@yahoo.com](mailto:getinthepond@yahoo.com) | <http://www.getinthepond.com>

Technical Skills: XHTML, CSS, PHP, MySQL, Javascript, jQuery, AJAX, Flash, Adobe Photoshop  
Additional Skills: Google Analytics, Coremetrics, Google Website Optimizer

*A highly creative, energetic, and growth-oriented web professional dedicated to taking a leadership role in helping to expand organizational growth and profits through development and resource management.*

## PROFESSIONAL EXPERIENCE

Fresh Cut Web Solutions, LLC.

Malvern, PA

**Director, Web Production**

Jan. 2009-Present

Key Accomplishments:

- Created a tool to parse XML product catalog feeds using PHP and SimpleXML
- Programmed Custom Site features with jQuery and PHP, including a Booking/Calendar application
- Designed and Developed multi-page survey with recording and reporting capabilities
- Doubled Client's clickthrough rate to selling pages with Google Website Optimizer

Responsibilities:

- Acquire new clients for both site design, redesign and custom development projects
- Design and code custom content management solutions based in PHP and MySQL.
- Manage and direct all contractors and third party groups used to aid in site design and development.

PetFoodDirect, Inc.

Harleysville, PA

**Ecommerce Manager**

March 2008-Present

Key Accomplishments:

- Led various on-site implementations, including Endeca Search and Baynote Product Recommendations
- Improved editing and batching processes for product images in a catalog of over 10,000 products
- Conduct twice weekly 'Speed Team' meetings to identify and correct issues and opportunities on the site

Responsibilities:

- Manage day-to-day operations and maintenance for both of company's websites.
- Analyze web analytics data from both Coremetrics and Google Analytics platforms.
- Own relationships with on-site third party implementations (Endeca, Baynote, Monetate)
- Design elements for use on site, including monthly site advertisements

Souderton Community Education

Souderton, PA

**Computer Technology Teacher**

Oct. 2006-Present

- Plan and execute curriculum to teach technology courses to adults.
- Lead various courses, such as Practical Computers, Internet, Photoshop, and Web Design.
- Communicate with students to personalize and maximize their learning experience.

## OTHER EXPERIENCE

- Souderton Community Education; **Assistant Director** Summer, 2006-2007
- Devereux Foundation; **Residential Counselor/Staff Supervisor** Fall 2005

## EDUCATION

**A.S. in Web and Interactive Media Design**; Art Institute Online

Winter 2008

**B.A. in Philosophy**; Rider University

May 2005