

INTRODUCTION

Hello! My name is Matt Gillmore and I specialize in web design, development and interactive marketing. I have an extensive background in I.T., Ecommerce, Ad campaigns, Art and Design. I have done work for top 10 brands, fortune 500 companies, an Oscar winning movie, bestselling and internationally recognized award-winning Writers, Celebrity Artists, National Lobbies, B2B and more. My skills are many and my experience is wide and diverse. My knack for problem solving is quickly noticed and relied upon. I am self-driven. My work ethic and dedication to quality and satisfaction are second-to-none. My reviews are excellent and my references are many.

WORK HISTORY

Company: Texas Plant and Soil Lab - Industrial Systems
Dates: (2 / 2010 - Present)

Founded in 1938 in the heart of the Rio Grande Valley, Texas Plant and Soil Lab has been serving Texas and the US' Farm and Agriculture community for over three generations. I had the great honor of going down and living on campus for 2 months in Spring of 2010 to learn their entire business and operating procedures. For them I rebuilt their entire paper-trail process as a web enabled data enterprise system, rebuilt their website, and engaged them in search and radio marketing. After two years of turn-around from near bankruptcy, they now enjoy their busiest time in recent history and are expanding rapidly into the national market. I continue to serve full-time as Director of Interactive Marketing in a remote capacity for this fine institution.

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Company: Easyterminal Corporation
Dates: (10 / 2009 - Present)

Founded in April of 2000, Easyterminal Corp is my parent company for working B2B with independent designers and web agencies in New York City, Dallas, Austin, Houston and Los Angeles. Notable clients include AW Systems, Hagopian Ink, Phixative, Freeman Leonard, and more. Services rendered include Project evaluation and consultation, Web Designer, Production Designer, Web Developer - CSS, .ASP, .PHP, Flash Developer - Video, Audio, XML, AS2, Games, Websites - Hosting provider and existing website maintenance and support. Brands and end-clients include Pepsi, Mountain Dew, Elie Tahari, YB+Wines, Brett Hoebel, William Grant and Sons, and more.

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Company: IMC2
Dates: (5 / 2007 - 10 / 2009)
Position: Senior Interactive Designer

Flash AS2.0 development, Production Design, Concept Design, Creative to Tech liaison for accounts such as Diet Coke, TAG, PrilosecOTC, Always, M&M's, Dell, Iams, Eukanuba, Barilla, Nestle, Alli, and More! I was sole Flash developer for the Diet Coke Homepage Silver redesign of 2009. Many examples of IMC2 brands and projects are in my portfolio at mattgillmore.com

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Company: American Airlines Vacations

Dates: (10 / 2006 - 4 / 2007)

Position: Contract Web Developer

Website: Design Proof

American Airlines Vacations is the travel portal of American Airlines. They are in the process of converting to a new third-party booking engine and redesigning their website. I was of great assistance in ascertaining the capabilities of the third-party engine and in designing a front end that complimented the features and achieved AAV's objectives. Over the course of the contract the oversight committees and corporate board approved my designs for the new look and feel of the website.

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Company: Dickies Medical Uniforms

Dates: (4 / 2006 - 10 / 2006)

Position: Contract Web Developer

I worked with Dickies Medical's web developer to design a new look and feel for their Dickies Chef and Dickies Medical division.

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Company: Michael's Arts and Crafts

Dates: (10 / 2005 - 3 / 2006)

Position: Contract Web Developer

Michael's Arts and Crafts extensive website is run by a proprietary content management system designed quite some time ago. Having had many designers come and go, and with little to no documentation, it was up to myself and another developer to discover the functionality and procedures for maintaining the system, and to train oncoming permanent web designers.

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Company: Vestal Media

Dates: (2004 - 2006)

Position: Freelance Web Developer

Vestal Media is an independent media house founded by former Dallas radio personality Ellen Daniels. Vestal Media provides audio media, voicing, web content and copywriting for large-scale media services and corporations.

Most notable work that I have done for Vestal Media includes:

-I programmed a faux computer interface system in Macromedia Flash for a scene in the major motion picture Babel (2006). They had this to say about my work:

"Great work- thanks so much for turning it around so quickly. Art department is very happy- you don't know how many jokers there are out there that don't deliver like you did."

-I designed and built a website for author / journalist Tom Zoellner. He recommended my work:

"Vestal Media asked me if I'd drop you a quick note giving a reference, which I'm only too happy to do. They constructed a website for me -- www.theheartlessstone.com -- on time and at a reasonable price. I've had several people experienced in web design take a look and they've

proclaimed it to be excellent work. These people are inevitably surprised when I tell them how much I paid for it; that is to say, a comparative bargain considering the quality of the work. Hope your experience is as good as mine was."

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Company: Easyterminal Corporation

Dates: (2001 - 2004)

Founded in April of 2000, Easyterminal Corp is my parent company for working B2B with high-end Los Angeles based clientele. For my part, I designed and built fan sites, actor's web sites, and e-commerce storefronts. I built intranets, networks, pc clones, and inventory and sales databases. I did search engine optimizations, pay-per-click and banner advertising.

Most notable client:

-James O'Barr, celebrity artist and creator of The Crow (1984 cult-classic movie starring Brandon Lee). I provided a wide range of Web and Digital Media and E-Commerce solutions, including:

Web Design and Hosting -- I designed and built James' site, <http://www.jamesobarr.com> to be dynamically driven from content added through an administration module. No ftp'ing or creating of new pages or galleries is necessary. The entire site is administered and maintained with backend forms. I wrote this in ASP and used a Microsoft Access Database, but I have built similar sites utilizing PHP and MySQL.

E-commerce set-up and optimization -- I built an inventory database and Yahoo store for James to sell his comic and movie collectibles, but ultimately he ended up favoring the eBay operations I put in place for him. At the point that he took over daily operations from me, the system had been in place and running for over a year, with over 200 feedbacks at 100% positive.

Print and publication design, layout and production -- I did all the pre-press and layout work for his art, prints, sketchbooks, advertisements and trading cards. I designed and implemented a CD-based inventory of print quality scans of his art for digital archiving.

Movie Audio Commentary production -- I supervised the recording, and then personally edited, mixed, synchronized and mastered his personal audio commentary for The Crow (1984) starring Brandon Lee. All production was in Cubase VST and Wavelab. Completed audio was 120 mins.

"Some of the information he details has been covered before by other commentaries, but for the most part, we are given new information from his unique perspective as creator of the characters on which the film is based. More so than any other time I have heard him speak, O'Barr sounds confident and comfortable during the commentary. A worry on my part was that his natural shyness and monotone style of delivery would make for a less than stellar commentary track. No worries here, O'Barr is in great form and his comfort has to be attributed to the setting that Matt Gillmore, webmaster of Crowfanclub, set him up with."

- L.L.Cruize, A Boy And His Bird

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Company: Dish Direct, Inc.

Dates: (1998 - 2001)

Position: I.T. Director

Dish Direct is an independent online retailer of DISH Network and Direct TV Satellite Receiver systems. Dish Direct hired me with specific objectives - to increase their search engine and Internet advertising presence, to bring cohesion to their data management, to oversee their servers, computers, phones and security, and to help with management infrastructure.

During the course of my work with Dish Direct, my results were so impressive and contributed so directly to the company's growth that I was awarded a 7-day Caribbean cruise and my salary doubled over the course of three years.

While my official title was I.T. Director, the position was more of a conglomeration of I.T. Positions as opposed to a board or director position. Responsibilities included Systems Administration, Database Administration and Website Administration.

Most notable accomplishments:

-When I started with Dish Direct, their Internet connectivity was frequently down, their servers often needed rebooting, and their salesmen's workstations were rotated in and out as they randomly quit working. My immediate task was to quickly rebuild all their servers and workstations and establish a stable network. This included Microsoft NT 4.0 File Server, Domain Controller, MS Proxy Server, Backup Server and 20+ workstations.

-Dish Direct had quickly outgrown themselves in the data management area. They had unrelated data spread across the network in spreadsheets and word documents. Their database was a behemoth of flat files, non-relational records and orphaned data. Part of my main function was to oversee and take part in the design and programming of a new Point-Of-Sale system from all this data, and create a relational database with data integrity and real-time order processing and shipping. During this process I supervised two 36-hour data conversions with no downtime and no loss of data. We established relational data integrity to hundreds of thousands of subscribers from third party vendor information to in-house data. I personally redesigned and reprogrammed all front-end forms and data-entry windows for sales and administrators in the second revision using Microsoft Access Visual Basic. I developed check-sum logic that policed the shipping of satellite receivers based on their model numbers in an automated shipping module that the CEO at the time called, "The greatest single contribution to the company".

-I was supervisor over the webmaster and oversaw all technical aspects of hosting our many URL storefronts. I oversaw the transition from shared-provider hosting to dedicated hosting to inhouse hosting to server farm hosting. I worked extensively with the IBM Netfinity Server Series, and maintained 99% uptime with full redundancy. I monitored retail site search engine rankings and developed a proven system for consistently ranking in the first ten search results using targeted keywords in 80% of 1200 searches.

-I coordinated and participated in floor-plan design and construction during the move to a new building. For my part I specified power, network, communications and security, as well as

cubicle

layout, installation and wiring. Wiring specifications by my design allowed for growth and expansion at no further cost in later years, even after my departure.

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Company: Bowne

Dates: (1995 - 1998)

Position: Network Technician

Bowne is the largest financial printer in the world and largest processor of corporate filings, financial printings, and earnings reports. As the lead Network Technician, I reported directly to the Systems Administrator in the Dallas regional corporate office and trained all other incoming technicians.

-I supervised the team responsible for the care and maintenance of 100+ workstations, 35+ printers, 12+ servers, a 35+ extension phone system, and in-house Honeywell badge and security system.

-I personally designed and converted 45+ workstations in Edgar Composing from Windows 3.11 to Windows 95 Workstations, capable of running virtually all forms of word processors and small press software, to output with virtually any driver to over 35+ printers, and configured for file sharing securely across multiple LANs, WANs, and Protocols.

-I was responsible for the accounting and inventory of all software licensing and Y2K issues.

-I oversaw the implementation and personally set up and programmed the entire Honeywell badge and camera security system with over 175+ employees, 6 cameras and a dozen controlled zones.

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Company: Guitar Center

Dates: (1991 - 1994)

Position: Operations Assistant

Guitar Center is the largest nationwide chain of retail music stores catering to the rock and upscale musician.

As Operations Assistant in the Arlington, TX store # 440 and Dallas, TX store # 441, I managed all personnel records and oversaw daily accounting of monies and banking. I was responsible for

weekly cycle counting of inventory, updating computerized inventory and corrections. I oversaw warehouse personnel and all shipping and receiving. During my position I was credited with maintaining chain-wide low inventory loss, and wrote the operations column in the monthly corporate newsletter.