

MATT KOCH

Digital Designer

Overview:

Creative web designer seeks an opportunity in front-end web design and coding

Education:

The Illinois Institute of Art - Schaumburg

Bachelor of Fine Arts, Web Design & Interactive Media, 2011 - GPA: 4.0 / 4.0

Illinois State University

Bachelor of Science, Mathematics Education, 2001 - GPA: 3.77 / 4.0

Proficiencies:

HTML/CSS, SQL, jQuery, Adobe Photoshop, Illustrator, Dreamweaver, Flash, InDesign, Premiere Pro, After Effects, Encore. Experienced in both Mac and PC.



Experience:

New Media Intern • Chicago Bears, Lake Forest, IL • (8/2011–2/2012)

- Updated, edited and created content pages on web site per departmental requests
- Assisted in posting live content and social media updates during football games
- Created and delivered weekly e-newsletters to subscribers

Valuation Analyst / Project Manager • IEG, Chicago • (7/2008–9/2009)

- Gathered information and derived fair market value of client sponsorship packages
- Delivered client results and recommended best practices to maximize revenue
- Provided ongoing council and support to clients following project delivery

Business Analyst • Monster Worldwide/FastWeb, Chicago • (2/2007–7/2008)

- Queried and analyzed large data sets to discover trends in site traffic and revenue
- Assessed campaign performance, made recommendations to enhance effectiveness
- Created ad hoc reports to examine and improve site performance

Marketing Coordinator / Manager • Live Nation, Chicago • (3/2003–8/2006)

- Planned and executed consumer marketing campaigns for large concert events
- Managed ad budgets and compiled recaps for an average of 100 events per year
- Negotiated and purchased \$3 million in radio and print advertising annually

www.SoundsLikeCook.com

(847) 208-9729

Matt@SoundsLikeCook.com