RESUME

Matt Halleck

Web Design / Small Business Systems & Technologies

About Me

I love learning. I love having fun. I love putting myself in a challenging situation and working my way through to a satisfactory solution. This can be said for just about everything I do in my life whether its some complex website project or something as simple as mowing the lawn. I cut the same 1.X acres of grass every few weeks for years and still, I strive for the fastest, most efficient way to do it every time. When I'm not working, I'm playing on Xbox, driving around exploring, hanging out with my wife and kids and/or my friends, watching documentaries or looking up the latest space related technologies/travel. I can't wait for humans to go back to the Moon.

My outlook on life is far greater than I think I can even comprehend. I believe it is important to be able to find happiness in most things we do as humans. I like to keep myself thinking. I like to think about "what if…" for just about any situation. Sometimes we all find ourselves accepting what is and moving on but sometimes it is extremely beneficial to think about "what if I did this a different way or in a different order or with different inputs".

I'm a pretty easy-going guy. I get along with just about everyone but I am not scared to make sure my voice is heard if I feel it is about something important. I am proud to be known as dedicated, hardworking and dependable in all aspects of my life.

Most Recent Position Summary

My most recent position, For Freshwater Partners as the marketing / I.T. guy / Systems Admin for anything technology related. Freshwater Partners is made up of Roto-Rooter of Northern Michigan, NIX Pest Solutions, Diggers Dirt Excavating and Gaelic Partners. I managed all the computers in the office along with the network they run on. I managed the phone system in terms of getting everyone online and working, calls flowing the way they should and the routing of calls during non-business hours. Another BIG part of what I did was the marketing and content creation. Roto-Rooter, for example, used to just send a lump sum off to a digital advertising agency until I was able to prove that I can top that for a fraction of the cost through utilizing current digital marketing standards with Google and Social Media. I designed and developed the current Freshwater Partners company sites. I took pride in running and maintaining multiple successful Google Ads accounts for these companies. Anytime I saw a process that could be more efficient using technology, I would be the guy to research, plan, design, develop and implement these ideas.

Professional Statement

My passion is using, developing for, learning and implementing technologies. I get pleasure out of helping businesses compete on the internet. I am addicted to the sense of accomplishment that comes to me after I have had a hand in improving a company's sales, online visibility, web features or anything that increases customer satisfaction through customer interaction using technology. It makes me feel awesome to know that I helped in a positive way toward the greater overall goal. I am a thinker and a problem solver. I am a great independent worker and a great team player. Should a question arise that no one around me can answer, I have no problem embarking on a journey to find studies and research that answers the questions we may have.

What my resume doesn't tell you is all of the experience I have had with each project on an individual basis. I have worked for a handful of web firms whose purpose was to cater to small business and try to fulfill any possible digital need that a small business could need. With that said, I have worked on projects ranging from a small business owner coming in and saying, "I want to be on the internet and I don't even have a logo" to others who have most everything else figured out but need a helping hand in optimizing their online presence. As a developer in a position like this, it is crucial to be able to identify any given business's goals, target audience, strengths, weaknesses, competitive advantages and the list goes on. I honestly enjoy learning businesses' goals and finding ways to help reach those goals.

My desired situation would be to land into a growing company with a promising future that I can help and grow with. Something that would challenge me intellectually and acknowledge the hard work, dedication and efforts that I put into the work I do.

// References

Brandy Prentice
Office Manager
Freshwater Partners
(231) 493-2901

Jessica Moore
Lead Dispatcher
Roto-Rooter of NM
888-886-2480

Andrea Ohlert
Office Manager, Operations Manager
Grant Mechanical LLC
(231) 463-9337

Nick Cobb
Owner
NIX Pest Solutions
(231) 463-9125

James Prentice
Co-Owner
Diggers Dirt Excavating
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Jesse Grant
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Profile

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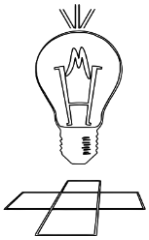

Thinkin' Outside the Box

Experience

7/19 – Halleck Solutions LLC – Traverse City — Web Design & Dev. / Marketing / IT Support / System Admin

- Design, Develop and Deploy websites for Roto-Rooter of Northern Michigan, Grant Mechanical, Blue Current Electric, Grey Fox Excavation and more.
- Digital Marketing – Google Ads, Facebook Ads, Microsoft Ads
- Successfully managed multiple Google Ads campaigns for 24+ months while keeping all CTRs above industry standard per industry for set geographic location. (Referencing WordStream Advertising benchmarks.)
- Design & coordinate production of print marketing – Postcards, Flyers, Business Cards, Clothing, Billboard, vehicle graphics design and application.
- General IT management and maintenance– Phone System, Domain based Email Accounts and Cloud Storage Management.
- Chat-GPT and Dall-E Training. Learning as much as possible about the abilities of AI and how to leverage AI.

7/19 – 12/23 Freshwater Partners – Traverse City — Web Design & Dev. / Marketing / IT Support / System Admin

- Freshwater IS Roto-Rooter of NM, NIX Pest Solutions, Diggers Dirt Excavating and Gaelic Partners.
- Basic and Advanced tech support for all employees within.
- Solution architect and problem solver for all internal companies.
- System Administrator for Phone System, Dispatch Software, Network, Technician Tablets and Mobile Systems, Vehicle Tracking system, Remote work support for employees
- Physical iPad & other small device repair – Screens, Batteries, Buttons, Touch Digitizers.
- Ongoing SEO & SEM optimization – Following Google Algorithm Updates & Standards.
- Begin learning how we can use AI to our benefit.

4/17 – 5/19 Elite Web Techs – Traverse City — Web Design & Dev. / Graphic Design / Project manager

- Designed and built multiple sites for various mobile app projects.
- Graphic design for multiple logos for sites built
- UI design and planning for websites and mobile applications
- Self-managed and managed up to 4 others for tasks relating to overall goal of projects
- Design and develop full page print Ads
- Design T-Shirts and other promotional material

6/15 – 7/17 8LUG Truck Gear – Traverse City — Web Design & Dev. / Graphic Design / Marketing / Tech Support

- Built, styled and maintained (8lugtruckgear.com) and (jk-gear.com)
- Everything eCommerce related
- Email Marketing, Graphics for Ads, marketing strategy
- SEO, AdWords, Social Media Marketing Material
- Design and develop full page print Ads
- Design T-Shirts and other promotional material

11/14 – 12/16 Northern Michigan Digital
Division of 9&10 News – Traverse City — Digital Media Executive (Web Design & Dev, Graphic Design)

- Design, develop, deploy 100% responsive WordPress sites for multiple clients
- Email Marketing, Graphics for Ads, marketing strategy
- SEO, AdWords, Social Media Marketing Material
- Self-managed and worked with a small team to complete bigger site projects

Skills

- Microsoft Office
- UI Design
- Adobe Photoshop
- Adobe Illustrator
- HTML5
- CSS3
- ServiceTitan
- Database Management
- Google Ads
- Facebook Ads
- WordPress
- UX Design
- MailChimp
- Email Marketing
- Love Learning New Stuff
- Chat GPT 4.0 & Dall-E
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Education

2012 Bachelor of Business Administration — Western Michigan University, Kalamazoo, MI
Major: Electronic Business Design – Web Programming ● GPA: 3.24

2009 Associates Degree — Northwestern Michigan College, Traverse City, MI
Certification CompTIA A+ Hardware and Software ● GPA: 3.74