Matt Cleghorn

Work Experience

Pratt & Whitney, Columbus, Georgia
Web Design / Graphic Design Consultant, 2016 - Present

- Lead internal web development process including development, implementation, updating, and reporting on site performance to ensure continued success through data-driven improvements.
- Managed internal email communications including newsletters, blog posts, site updates, and more.
- Designed sites in accordance with brand identity and SEO best practices.
- Developed and designed internal email marketing campaigns as well as various graphic design content for teams.

Freelance Designer
Graphic Design / Web Design, 2007 - Present

- Worked with clients such as Ryther, Twitch.tv broadcasters, Innovative Event Design, Freest, and various crowd-source design sites to develop and create graphic, web, and video content.
- Designed and developed brand identity packages, blog content, brochures, posters, advertisements, press releases, infographics, and more for companies and clients.
- Planned, created, published, and optimized consistent content in accordance with brand voice & content pillars.
- Focus on brand identity with an emphasis on telling highly visual and meaningful stories.

Signs of All Kinds, Manchester, Connecticut
Graphic Designer / Web Designer, 2011 - 2014

- Directly responsible for developing, creating and reporting on multiple company websites and catalogs.
- Projects included logo design & reproduction , sign layout, print design, creation of product proofs, mockups, and more.
- Developed all websites and content in accordance with brand identity and SEO best practices, as well as developed social media and blog content, press releases, infographics, graphics, and editorial content for the company and clients.

Education

Eastern Connecticut State University, Willimantic, Connecticut
B.A., Visual Arts, 2013

- Concentration in Digital Art and Design

Skills

Skills: Web Design, Web Development, Digital Design, Corporate Communications, Graphic Design, Animation, Coding, HTML 5, CSS3, Javascript, jQuery, Responsive Design, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash / Animate , Premiere Pro, AfterEffects), Content Marketing, Data-Analysis & Optimization, A/B Testing, Content Management (CMS), Email Marketing, Content Creation, Content Production, Content for Web, Content for Mobile, Photography, Videography, Photo & Video Editing, Content Curation, CRM, Search Engine Optimization (SEO), Google Analytics, Wordpress, Sharepoint, Proficient with both Windows and Mac Operating Systems.