

MATTHEW KLODT

1811 Fred Ave, Simi Valley, CA 93065 · (805) 907-8759

matthew.klodt@gmail.com · [Linked In](#) · [My Portfolio](#)

Hi, I'm Matthew! ('Matt' for short) During my 13+ year-long career, I've been blessed with very diversified niche positions in the fields of website development and online marketing. Since 2008, I have taken full advantage of my opportunities, demonstrating my talents in both development and digital marketing fields working for a wide range of employers and clients which have included small & medium businesses as well as large corporations, working mostly with WordPress-based websites. The majority of my experience comes from working on WordPress-based websites. However, that experience also encompasses many other online platforms, programming languages, and other important areas of website management such as website security. In fact, I am well educated in ethical hacking; and have spent much of my free time learning new coding techniques, being fluent in at least 7 different programming languages as of today.

Recently, my experience has been heavily focused on eCommerce while starting and running my own small online retail business. Included in this recent experience are two YouTube channels where I create and manage my own content (over 10K views combined in 12 months), several social media pages, and several stores hosted on various online marketplaces.

I'm a highly motivated individual who maintains his passion for SEO, online marketing, and website development/design by always reading up on current trends to assure myself as a top candidate in my fields. You can view my portfolio of my recent website design, development and SEO work at matthewklodt.com.

EXPERIENCE

MAY 2022 – JUNE 2020 | MOTORWEST PERFORMANCE, INC.

WORDPRESS WEBSITE MANAGER | <https://motorwestperformance.com/>

My current, accomplished position is at MotorWest Performance, an online car parts store that sells stock, performance and custom fuel systems and related parts. In addition, MotorWest also offers installation services for these fuel systems and parts. While currently employed on contract at MotorWest, I am in charge of making all design, speed, UI, UX & admin changes to several websites including our main online store at motorwestperformance.com. I am in charge of making all website changes including design, speed, UI, & UX as well as some digital marketing and SEO projects. 99% of this work is completed on motorwestperformance.com.

AUGUST 2021 – JUNE 2022 | 747 FIRM OFFICE & HOME SOLUTIONS

FOUNDER/OWNER | facebook.com/747FIRM | mercari.com/u/208076931/

Owner & operator, where I sell used printers & other computer accessories across several different marketplaces including Facebook and Mercari. My YouTube Channel:

<https://www.youtube.com/channel/UCS8LI9xot5OgsnbK7YfCsBQ>

APRIL 2019 – FEB 2020 | GREEN GORILLA

WEB DEVELOPER & SEO SPECIALIST | ilovegreengorilla.com

My most recent and accomplished position was at Green Gorilla, an organic CBD manufacturer, distributor and online store. While employed at Green Gorilla, I was in charge of making all design, speed, UI, UX and admin changes to several websites including our main online store at ilovegreengorilla.com. Over the 10 months working for Green Gorilla, my most significant achievements included,

1. Raising our monthly online sales by \$10K-\$15K per month
2. Increasing our conversion rate from 3.27% to 3.95%
3. During the first 6 months, increased our traffic by 1.5K users per month
4. Decreased our bounce rate from about 42% down to .37%
5. Increased our SEO Visibility from 3% to 14%

At Green Gorilla, I was in charge of making all website changes related to design, speed, UI, and UX as well as most digital marketing and SEO projects. Most of this work was on our main online store at ilovegreengorilla.com, but also included updates to 10 other websites total owned and operated by Green Gorilla. Several other notable projects I completed at Green Gorilla include:

- ❖ Optimization of website analytics tools including Google Analytics and Hotjar,
- ❖ Design and Development of new website (iLoveGreenGorilla.com)
- ❖ Setup and optimization of a new dedicated web server, including migration of 11 websites to new server, including ilovegreengorilla.com.
- ❖ Assisted Europe division in implementing new website at ilovegreengorilla.uk.
- ❖ Designed, setup & implemented new website, GorillaFarmCo.com.

MAY 2017 – SEPT 2018 | WEB DESIGN & SEO SPECIALIST

THE STUDIO WLV | thestudiowlv.com

Lead developer & marketer of company website & all client websites & online marketing.

DEC 2008 – MARCH 2016 | MULTIMEDIA DESIGN MANAGER

VOICEPRINT INTERNATIONAL (VPI) | vpi-corp.com (no longer online)

Web Developer responsible for all website design, usability, online marketing, SEO & more.

EDUCATION

MAY 2008 COMPUTER INFORMATION SYSTEMS DEVRY UNIVERSITY

MAY 2003 COMPUTER SCIENCE MOORPARK COLLEGE

RECENT ACHIEVEMENTS

CREATED MY BLOG ON MEDIUM.COM | February 2022

Medium.com Blog - https://medium.com/@747_FiRM

This is my blog which I currently manage and write new articles for daily. My blog is best known for my 'Fear & Greed Index' which is for investors, taken from CNN Money and reposted for my followers who are interested in following the stock market and its current volatility.

CREATED 'DOG EAT DOG WORLD' YOUTUBE CHANNEL | April 2021

YouTube - [YouTube.com/Dog-Eat-Dog-World](https://www.youtube.com/Dog-Eat-Dog-World)

YouTube channel I created while volunteering at my local animal shelter, with the goal to help find more "forever homes" and owners for our large breed dogs who have lived at the shelter for extended periods of time.

CREATED WORDPRESS PLUGIN 'CONTACT FORM LEAD EXPORT'

WordPress.org - <https://wordpress.org/plugins/contact-form-lead-export/>

Exports 'Contact Form 7' leads into XML format and stores leads in accessible XML files.

CREATED ORGANIC FOODS & RECIPES AFFILIATE WEBSITE

The Organic Artisan - <https://www.theOrganicArtisan.com/>

Created my own organic artisanal foods website offering artisanal organic recipes from my own family's cookbooks.

INTERESTS

Outside of work I enjoy playing/watching sports, hiking, and fishing. I also spend a lot of time volunteering at the Ventura County Animal Shelter, at the beach, and with family/friends. At VCAS I am a certified dog handler specializing in training our large breed canines, taking them for daily walks. I believe strongly in giving back to my community, which additionally includes volunteering at my church a couple of times a year to help with our semi-annual "Project Response" food drive. Lastly, I am an accomplished Google Local Guide with a "Level 6" ranking. My contributions to Google include photos of local businesses that have been viewed over 4 million times on Google Maps!