

# MATTHEW KLODT

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Hello, I'm Matthew! A Los Angeles-based website developer and SEO expert specializing in eCommerce businesses. Since 2008, I've worked with product-based companies to develop purposeful and planned digital marketing, content development and SEO strategies to increase traffic, raise brand awareness & forge genuine connections with their customers.

If you'd like to learn more about my website development and SEO experience, my most recent positions held are continued below, as well as on my [portfolio website](#). I also have more information about myself such as my interests and 13+ year career on the ['About' page](#) of my website.

## EXPERIENCE

**MAY 2022 – CURRENT | MOTORWEST PERFORMANCE, INC.**

**WEBSITE MANAGER (WORDPRESS & WIX) | <https://motorwestperformance.com/>**

My current position is at MotorWest Performance, an online car parts store that sells stock, performance and custom fuel systems for all different types of cars. In addition, MotorWest offers installation and servicing for these fuel systems and parts. In my current role at MotorWest Performance as the website manager, I am in charge of making all changes related to their website's design, speed, UI/UX, WordPress admin area, digital advertising (Google Ads) and search engine optimization. The main websites I manage are at [motorwestperformance.com](http://motorwestperformance.com) and [winnetkatransmissions.com](http://winnetkatransmissions.com).

**AUGUST 2022 – NOVEMBER 2022 | TEECCINO CAFFE, INC.**

**WEBSITE MANAGER (SHOPIFY) | <https://teccino.com>**

Teccino Caffe, Inc. is an herbal coffee and tea manufacturer, with large wholesale and retail sales channels netting millions per year in revenue from their Shopify website and Amazon Store combined. As the manager of their multi-million dollar website with multiple millions of dollars in sales, I was responsible for a team of 6 different employees located both in-office as well as remote domestically and internationally. My working hours were at all hours of the day or night in order to support our worldwide web team. Some of the projects I completed include:

- **Shopify Theme Development** - Updated version 1.0 custom theme to version 2.0
- **SEO** - Extensive keyword research, analysis & creation of 'keyword buckets' for content & meta improvement.

- **Shopify PLUS** - Worked with my team & Shopify merchant success managers to upgrade hosting to Shopify Plus.
- **WordPress Development** - Set up mirrored version of Shopify site in WordPress for Australia Brand Partners.
- **Data Analysis** - Generated monthly reports from all organic, email & advertising channels, which I used to build my own custom KPI reports. I would then present these KPI reports to executive management on the 1st Friday of each month.
- **eCommerce Optimization** - Shortened checkout process through the use of several Shopify Plus apps including Classic Scripts, Flow & Launchpad.

## **AUGUST 2021 – MAY 2022 | 747 FiRM OFFICE & HOME SOLUTIONS**

**FOUNDER/OWNER** | [facebook.com/747FIRM](https://facebook.com/747FIRM) | [YouTube.com/@747Firm](https://YouTube.com/@747Firm)

747 FiRM was a small business I started during COVID, both refurbishing & selling used electronics, specializing in printers & electronic accessories for the home & office. My daily duties included everything needed to run a successful business:

- **Product SEO** - created & optimized all product text & images on all platforms.
- **Social Media & Marketplace Listings** - managing & creating content for several social media as well as integrating product listings across many different platforms including [Mercari](#), eBay, Bonanza, [Facebook Marketplace](#), NextDoor, [OfferUp](#), Etsy & [LinkedIn](#).
- **Customer Service** - speaking with users & customers as the support contact.
- **Shipping** - packaging, preparing to ship & shipping all orders.
- **YouTube SEO** - recording, editing, creating videos & performing video SEO for YouTube to increase my channel's organic traffic. ([YouTube.com/@747Firm](https://YouTube.com/@747Firm))

## **APRIL 2019 – FEB 2020 | GREEN GORILLA**

**WEB DEVELOPER & SEO SPECIALIST** | [ilovegreengorilla.com](https://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](https://ilovegreengorilla.com). Basically all of the same skills that I've proven at my positions after Green Gorilla were honed during this time. In fact, I completed such a long list of difficult projects normally requiring an entire web team to complete while at Green Gorilla, that looking back, it's the position that gave me the confidence I needed to advance my career to the 'Website Manager' position. Some of those accomplishments include:

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%;
6. Designed, developed & implemented a completely customized main website theme;

At Green Gorilla, I was single handedly in charge of completing all website design, speed, UI/UX, server and database edits and adjustments, as well as the majority of tasks involved in our online marketing and SEO projects. The majority of these projects and daily tasks involved our main website and shopping cart at [ilovegreengorilla.com](http://ilovegreengorilla.com). However, at the time my position was also responsible for updating, monitoring and in some cases building or redesigning 10 other websites hosted on our dedicated web server. Several of those notable projects I completed that weren't related to our main [ilovegreengorilla.com](http://ilovegreengorilla.com) website include:

- **Monitoring & interpreting analytical tools such as Google Analytics & Hotjar;**
- **Setup, optimization & migration of 11 websites to a new dedicated web server;**
- **Assisted European division in implementing new [ilovegreengorilla.uk](http://ilovegreengorilla.uk) website;**
- **Installed, designed, optimized & implemented new website, [GorillaFarmCo.com](http://GorillaFarmCo.com);**

## **MAY 2017 – SEPT 2018 | WEB DESIGN & SEO SPECIALIST**

**THE STUDIO WLV | [thestudiowlv.com](http://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](http://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**

### **CERTIFIED AS A LEVEL 3 DOG HANDLER AT VCAS | June 2022**

***Ventura County Animal Services* - <https://www.vcas.us/>**

As a volunteer dog handler at Ventura County Animal Services (VCAS), I recently received my final certification as a Level 3 dog handler, the highest certification available. What this means is that I now specialize in training our most aggressive large breed canines, which usually consists of command and leash training as well as taking them out for daily walks and exercise.

### **CREATED PERSONAL BLOG ON MEDIUM PLATFORM | March 2022**

***Medium.com Blog* - [https://medium.com/@747\\_FiRM](https://medium.com/@747_FiRM)**

This is my blog which I manage and create/post my own content to. My blog is fairly popular,

gaining over 800 followers just in the first 4 months. 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 '747 FIRM PRINTING SOLUTIONS' CHANNEL | December 2021**

**YouTube** - [YouTube.com/747FiRM](https://www.youtube.com/747FiRM)

My YouTube channel for 7:47 FiRM, containing various tutorials on how to fix many different brands and models of printers.

### **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.

## **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 & Google Maps.