



MATTISON MORAN

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SKILLS

CUSTOMER SERVICE, CONTENT MANAGEMENT, ADOBE CREATIVE SUITE, MICROSOFT OFFICE SUITE, MICROS SOFTWARE, GOOGLE ANALYTICS, GOOGLE ADWORDS, HOOTSUITE, WEB DESIGN, KEYWORD RESEARCH, CLIENT RELATIONS, HTML/CSS, SEARCH ENGINE OPTIMIZATION, MARKET RESEARCH, EMPLOYEE TRAINING.

WORK EXPERIENCE

Photo Image Chicago

January 2017-Present

Freelance Digital Media Specialist and Web Designer

- ❖ Designed, built, and maintain company website, using authoring or scripting languages, content creation tools, and management tools
- ❖ Created company logo and marketing content for social media and print
- ❖ Optimized website exposure by analyzing search engine patterns to direct online placement of keywords and other content, monitored keyword popularity, and page visits
- ❖ Conducted market research analysis and reviewed sales data to identify electronic commerce trends, competitor performance and possible market opportunities

Loyola University Chicago School of Communications

January 2016- May 2016

Research Assistant

- ❖ Reported to Dr. Hannah B. Rockwell, Professor of Communication at Loyola University Chicago
- ❖ Assisted in conducting research relevant to the topic of her book
- ❖ Compiled a 45-page analysis of sources and findings

Deborah's Place

January 2016-April 2016

Event Leader/Student Volunteer

- ❖ Self-esteem workshop geared towards underprivileged homeless women with disabilities and designed to promote positive self-identity and self-image
- ❖ Created website to showcase the project and presented our findings
- ❖ Wrote an executive summary, a detailed group log comprised of minutes from group meetings, and other documentation

Life in Motion Entertainment

May 2014-August 2014

Advertising Music Assistant Intern

- ❖ Worked with various local artists and the music community to promote new music and media campaigns
- ❖ Managed social media content accounts for company and artists
- ❖ Created and maintained original website
- ❖ Monitored progress of social media campaigns and trending topics via Hootsuite

The Underground Chicago

December 2013 – February 2016

Cash Box & Coat Check

- ❖ Managed front door revenue via MICROS Retail Software
- ❖ Developed a system to track and summarize final front door totals
- ❖ Provided onsite training for new employees

EDUCATION

Loyola University Chicago July 2016

Bachelor's Degree: Digital Media

Specialized coursework in communication studies, graphic design, web development and project management.