

# MATT DUNMORE

## address

420 Patten Chapel Road  
Chattanooga, Tennessee 37419

tel 423-504-2338

email matt@dunmores.com

url www.mattdunmore.com

## Profile

Graphic Design professional with more than a decade of experience in web and print environments. Experienced in client relations, taking clients from design consultation through implementation of their online presence.

## Skills

Expert in Photoshop, HTML, and CSS. Proficient in industry standard graphics and layout applications, including: InDesign, Quark, Dreamweaver, and Acrobat. Excel in the development of effective branding for clients, as well as maximizing the efforts of their existing brand identity. Extensive graphic design, layout, and production experience. Proven record of effectively managing multiple tasks and projects in a fast-paced environment while maintaining quality and creativity.

## Experience

**Creative Director, Williams Web** Chattanooga, Tennessee 2004-Present

Manage all creative efforts for new and existing clients of Williams Web. Conduct client design consultations, develop effective designs to achieve clients' online goals within web standards, integrate designs with various CMS solutions (including: SiteNow, Wordpress, BB Press and Magento). Provide clients with effective solutions to increase online visibility including website optimization (SEO).

### Key Client Results

- Developed landing page strategy for automobile dealer that **increased website traffic by 600%** and **increased sales by 22%** over a 12 month period.
- Integral in the development of a landing page and social media strategy for a local nonprofit that **increased Facebook "likes" by 300%** and resulted in **65% conversion rate**.
- Developed online portal for surgical practice that streamlined patient registration and payment process, **reducing overall cost** and **increasing staff efficiency**.
- Developed and integrated mobile and desktop registration system for lead generation program designed to **increase revenue by 25%**.

### Key Professional Accomplishments

- Designed and launched nearly 150 websites.
- Assisted clients in exceeding online goals through user interface design and content organization.
- Creatively integrate social media efforts on client sites to increase visibility and accessibility of information.

**Owner/Photographer, Matt Dunmore Photography** Chattanooga, Tennessee 2005-Present

Provide creative photojournalistic and editorial photography services for clients ranging from weddings to magazines and commercial shoots. Clients include national corporations, regional law firms and CPA firm, local high-end jewelry retailer. Also experienced in studio environment.

### Key Professional Accomplishments

- Published in U.S. Airways inflight magazine.
- Photographed professional athletes and major political figures for regional magazines.
- Photographed select weddings and events across the United States and Scotland, UK.
- Lead a local photography group for 2 years.

### **Graphic Designer, Crye-Leike, Realtors** Chattanooga, Tennessee 2002-2004

Provided marketing services including the development of brand identity, marketing plans and print advertising for Crye-Leike realtors. Reported to the Director of Marketing on issues related to client program participation, overall production, and project status. Managed workflow and coordinated outsourcing of third-party vendors for printing and other project needs. Conducted orientation meetings with new realtors.

#### **Key Client Results**

- Designed marketing materials for independent realtors that were integral in the sale of multiple properties valued in excess of a million dollars.
- Coordinated production of key marketing collateral and **reduced production cycle time by as much as 50%**
- Streamlined communication and design process to provide **more effective** materials in **less time** at a **lower cost**.

#### **Key Professional Accomplishments**

- Designed and implemented real estate agent recruiting direct mail campaign used in 4 regional markets covering 6 states with a total mailing list of 45,000+ recipients
- Established professional identities for multiple realtors which included logos, direct mail pieces, newspaper ads, personal and property promotional materials resulting in increased leads and name recognition within the community.

### **Freelance Web and Graphic Designer** Chattanooga, Tennessee 2001-2002

#### **Key Professional Accomplishments**

- Constructed and delivered Zondervan's quarterly sales catalogs in HTML format for use by their nationwide sales team.
- Designed product packaging for hunting equipment available for purchase through national mail-order catalogs and online stores.

### **Web Design Intern, Zondervan** Grand Rapids, Michigan 2001 (Spring Semester)

#### **Key Professional Accomplishments**

- Designed and developed a website to promote the book Stuck In Halftime. Also created complimentary banner ads placed on Zondervan's main website.
- Maintained the Zondervan Bibles site for the duration of internship. Updated logos for Bible translations and created various other graphics.
- Assisted the sales team to convert their printed quarterly sales catalog into a digital version resulting in a significant reduction in cost and improvements in ease of distribution and use.

#### **Education**

Calvin College, Grand Rapids, MI — Business and Communication Arts and Sciences, 2001

#### **Referrals**

**Kent Callison** Director of Marketing Communications, Playcore 423.774.0658

**Jim Bos** Principal, James W. Bos, LLC 469.450.6262