

## **THERESA (TERRY) MATZ**

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### **QUALIFICATIONS SUMMARY**

- Website strategist, manager, and developer with success at delivering innovative marketing solutions including Web 2.0, e-commerce, search engine optimization, and social media.
- Unique versatility in web marketing, strategy, design, content writing, and technology.
- Skilled in project leadership and delivery of mission critical projects with measurable results including tripling online sales and increasing revenue.

### **PROFESSIONAL EXPERIENCE**

**WebsiteMakeovers.Net** – Independence, MO  
Web Marketing Strategist and Developer

**2008-Present**

Partnered with clients to develop website marketing and e-commerce solutions. Managed relationships with clients to determine web content needs and develop on-line strategies. Designed websites using CSS, HTML, PHP, Javascript, and Photoshop. Developed websites in content management systems such as Joomla, WordPress, Ektron, and DotNetNuke.

- Doubled website traffic for Armour Oaks Senior Living by redesigning [www.armouroaks.org](http://www.armouroaks.org), rewriting content, and adding photo galleries, calendar, and other functionality.
- Created e-commerce websites for clients to sell products as diverse as gift baskets ([www.basketsbybrandy.com](http://www.basketsbybrandy.com)) and industrial HVAC equipment ([www.hvactrader.com](http://www.hvactrader.com)).
- For Maya's Mexican Bistro ([mayasmexicanbistro.com](http://mayasmexicanbistro.com)), increased catering business significantly by redesigning the website.
- Placed Iron Heart High Performance Dogs at the top of Google rankings, from an original rank below 100, by redesigning [ironheartdogs.com](http://ironheartdogs.com), editing content for search engine optimization, creating an SEO strategy, and designing a photo gallery.
- For the Kauffman Foundation ([kauffman.org](http://kauffman.org))
  - Created social media analysis for Facebook and Twitter presence.
  - Wrote new content, re-purposed existing content, designed special promotion pages and individual page layouts using Ektron.
- Increased online ad click-through 50% for Bella and Company t-shirt designs ([www.bellacompany.com](http://www.bellacompany.com)) by providing search marketing analysis and revising ad campaigns.
- For Estes Custom Homes ([estescustomhomeskc.com](http://estescustomhomeskc.com)) and other businesses created website design, implemented content management systems, developed photo galleries, wrote website content. (See [www.websitemakeovers.net](http://www.websitemakeovers.net) for more samples.)
- Featured as speaker on business web design in FastTrac New Venture program.

**H&R Block, Inc** – Kansas City, MO

**1998-2008**

#### **Manager, Corporate Intranet and Business Integration (2000-2008)**

Built the corporate web site from a field manager message board into an enterprise web portal for 56,000 active users. Managed 6 direct reports and a \$600,000 baseline budget.

- Increased intranet web traffic 1000% to more than 350,000 page views per day by managing multiple projects to increase interactivity and improve content.
- Managed redesign of the corporate news website that won a Prism award.
- Implemented blogs and discussion forums that encouraged collaboration between divisions.

- Led on-line chat project to improve communication between headquarters and field offices.
- Introduced video and audio streaming to distribute town halls, training seminars, and advertising materials to a wider audience.
- Developed opt-in email campaigns to reach 50,000 tax professionals.
- Generated 74,000 client referrals in 21 days (exceeding the goal of 20,000 referrals) by planning and delivering a web-based referral application with a 24-hour deadline.
- Integrated 100,000 seasonal tax professional profiles and 10,000 profiles from 4 Block companies through a project that automated account creation.

### **Webmaster (1999-2000)**

Improved the value of the intranet and expanded user base. Supervised 3 direct reports.

- Migrated internal corporate communications from quarterly print newsletter to web site updated at least twice a week.
- Formed a governance board of key stakeholders and established policies and processes for standardization, prioritization, updating content, and project requests.
- Expanded the site from its original message board functionality by creating interactive applications for a variety of clients.
- Designed web site taxonomy and navigation for future expansion.

### **Senior Software Engineer (1998-1999)**

Designed enhancements to use push-technology to communicate with 10,000 tax field offices.

### **SPRINT – Overland Park, KS**

**1998-1998**

#### **Consultant (through Sharp Professional Services)**

Acted as webmaster for the Sprint PCS internet web site by maintaining the online content, administering the systems, developing web pages, and working closely with the business.

- Contributed to the design of the Sprint PCS e-commerce site that was named one of the top 50 Internet sites by CIO magazine.

### **APS TECHNOLOGIES – Kansas City, MO**

**1997-1998**

A catalog retailer of computer peripherals with annual revenues in excess of \$100 million. Purchased by LaCie in 1998.

#### **Webmaster**

Upgraded and maintained e-commerce web site and acted as system administrator for the server.

- Tripled on-line sales to up to \$30,000 per day by redesigning the e-commerce site for easier updating of products, simpler shopping cart process, and ability to up-sell.
- Stabilized the Unix web server to increase availability from 30% to 99% by troubleshooting error conditions and implementing solutions.

### **LIGUORI PUBLICATIONS – Liguori, MO**

**1991-1997**

Based near St. Louis, Liguori is a publishing house that targets the religious market.

- Launched and led the electronic publishing department that repurposed print content for retail software and on-line.
- Designed first web site for the company.
- Edited and wrote articles for various publications with circulation up to 500,000 per week.

## **EDUCATION**

University of Iowa, Iowa City, IA. BA, English. Phi Beta Kappa.