

Matt Harmer

Information Tech / Media & Marketing

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EMPLOYMENT

2008 - 2022

IT Consultant & Digital Design, NSW & QLD

- Designed business logo's style guides, marketing material including graphics, video & other assets for both print & online.
- Design wireframes, mock-ups for responsive UX websites.
- Photography & Videography based on business requirements.
- Web Hosting, Domain, Website and Marketing services to around 40 businesses, most sites built on Wordpress or Joomla.
- Use keyword analysis techniques to provide insight into opportunities for SEO & Marketing strategies.
- Implement digital marketing solutions for simple one-page sites to larger e-commerce sites.
- Guided or managed website & social media content delivery.
- Assist clients with website issues in-person, phone, email & remote.

Work Includes:

2010-22 Texas Angus - For over ten years I have managed SEO and digital consultancy for Texas Angus. After a marketing campaign in 2016, there has been a massive increase in hits year after year, from ~400 to ~300,000 for different geographics which has grown their reach & client base dramatically. A new site is in the works. <https://texasangus.com.au>

2012-22 Kaspers Embroidery - I have been hosting Kaspers old HTML site for around 10 years. I am building a new site. <https://kaspersembroidery.com>

2009-22 Craze Dance Academy - This website is in it's third build this year. A new site has recently been launched. <https://crazedanceacademy.com>

2012-22 Tatts Hotel - A pub in NW NSW. The domain has been secured for many years. The website is old, a new site is in the works. <https://tattshotel.com.au>

2010-22 John Mair Real Estate - A real estate agent in Inverell, NSW. This site is around 6 years old. The client is happy with the design & content management system. I also designed their bricks and mortar A4 & A3 windows displays. <https://johnmair.com.au>

2012-22 Micks Creepy Crawlies - Mick sells Spiders and Insects. I have recently built a new site. <https://mickscreepycrawlies.com.au>

2015-17 Knock Knock Booze There - Since launch, for three years I managed digital marketing, specifically SEO & analytics. This resulted in a 180% increase in users (over 20,000 users) 305% increase in page views, 745% increase in checkout visits and -52% bounce rate. <https://kkbt.com.au>

SKILLS

- Machine learning & neural network experience.
- 3D character, scene, object & technical design.
- Animation, compositing & other pipeline specific skills.
- Photography & Videography, filming, editing & compositing.
- Hosting and Domain Names.
- Business Branding material for web, screen & print, content, social, email, blog, creative & copywriting.
- SEO, keyword analysis & reporting techniques.
- Soldering, PCB's & general electronics work. Device & OS repair.
- Organisation, prioritisation, decision making and execution skills.

PROGRAMS

Gimp, Inkscape, Blender 3D, Unreal Engine, Meshroom, Instant Meshes, Dark Table, Wordpress & Joomla, WHM & Cpanel, Anaconda/Conda, Jupyter/Visual Studio/IDE's, Tensorflow, Open CV

LANGUAGES

HTML & CSS, PHP / MySQL & JS in website content management environments.

Python & C+ for scripting & embedded systems.

PLATFORMS/OS/SYSTEMS

Linux Debian (Ubuntu/Raspbian), All Windows, All Android, Various Micro-controllers.

2016 - 2020

Bar Contracts, QLD

- **Daydream Island, 2020** – Bars Manager, six bars and 30 staff on contract over the festive season period.
- **The Flamin Galah & Knock Knock Booze There, 2016-17** – Bar Manager, website and content producer and support technician duties.

2012 - 2014

Device and OS Repair, Netlink Computers, NSW

- Management duties such as payroll and other requirements. Stock purchases & pricing.
- Website design & marketing for 10,000 prospective customers.
- Completed computer repairs, hardware & software. Troubleshoot issues finding root cause on desktops, laptops, tablets & phones.
- Network hardware & software installations. VPN & AD required for government and large business clients.
- Customer care, service & support with all the above aspects.

2006 - 2008

Hospitality Trainer, Lavere College of Hospitality, QLD

- Delivered certified training for classes of 15-40 students in bar, restaurant service & RSA.
- Develop hospitality industry contacts for student job placement program.

PRE 2008

Professional Bartender, Liquid Artists, QLD

- I was a professional cocktail bartender and was employed by bars based on my flair bartending skill. I have awards and music video appearances as a bartender.

EDUCATION

2009

Russo Institute, Brisbane — *Cert IV in Business*

Business planning and marketing. Analyse and present research information. Market profiling. Consumer behaviour for specific Markets.

2008 - 2009

James Cook University, Brisbane — *New Enterprise Marketing*

Business plan document design. Mentor provided to assist with business marketing.

2008 - Certificate in Assertive Communication

2007 – 3D Animation Modules, Advanced Diploma of Screen

2005 - Certificate IV Assessment and Workplace Training

PROJECTS

Tree Stump Garbage Dump

Photogrammetry

300 photos were used to make this mesh & additional work was done on the textures.

<https://sketchfab.com/3d-models/tree-stump-garbage-dump-99e66561e1554bc3a878e92f4df24a9a>

World in a Bottle

3D Render.

I modeled and textures the scene for a final render for a computer graphics challenge.

<https://mattharmer.me/2021/11/20/cg-challenge-world-in-a-bottle/>

Cocktail Search

Progressive Web App (PWA)

A Javascript search function with CSS cocktail information pages, PWA ensures always online. I am still writing content.

<https://classiccocktail.org>

Autonomos Car

With AI capabilities.

A differential drive SLAM based robot with speaker and mic for a text-speech voice menu with feedback. A camera for object detection, a sonar for distance detection & a lidar that maps area's.

<https://mattharmer.me>