

# MATTHEW KLODT

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Owner/Creator of [TheOrganicArtisan.com](http://TheOrganicArtisan.com)

Hi, my name is Matthew Klodt and over the past 13 years, I've established a strong reputation in website development, design, search engine optimization, online marketing and website management. Since 2008, I have excelled in website development and SEO positions ranging from entry-level to lower-management for small and medium sized businesses who offered B2C and B2B products and services. I'm always excited to undertake difficult projects that boost my employers sales and online visibility while using my extensive knowledge to also help coworkers and team members. I'm a fast learner, adapt quickly to new technologies and strategies, am a speedy typist (around 80wpm) and am known for my ability to multitask between a wide range of projects. My variety of technical as well as marketing related experience is accompanied by my strong work ethic and track record of proven results.

While accumulating over a dozen years of experience working on a multitude of websites and industries, I've achieved the most success working with eCommerce companies and websites. To demonstrate, during my recent employment as Web Developer and SEO Specialist at Green Gorilla CBD, I was given the responsibility of growing five main ecommerce related areas including monthly website users, organic traffic, monthly gross sales, search visibility on Google and ecommerce conversion rate. Utilizing Google Analytics, I immediately began analyzing our current data within these five areas of focus and started creating custom reports to measure specific areas of user data from our website. After analyzing these custom reports to figure out the best way to achieve the results expected by our executives and leaders, I formulated several projects aimed at achieving increases in these 5 areas. Of these projects, I prioritized those which would quickly increase our website speed, increase usability, increase average time spent throughout the website and to reduce our overall bounce rate. Due to contractual obligations, I'm not at liberty to discuss the exact growth of these areas in specific numbers or percentages. However, I can say that during my 10 months of employment at Green Gorilla, I increased all five areas of website users, organic traffic, gross sales, Google search visibility and ecommerce conversion rate by significant amounts. The biggest of these increases being our conversion rate where I achieved an increase of almost an entire percent. Since I began my career in 2008, I've continued to add immediate, tangible value to every position I've worked in especially during my ecommerce experience. My portfolio of work can be viewed at <http://matthewklodtwebdesign.elementfx.com/portfolio/>.

## EXPERIENCE

OCTOBER 2020 – PRESENT **CREATOR/OWNER OF 'CONTACT FORM LEAD EXPORT' PLUGIN FOR WORDPRESS**

Originally an idea I formed working with previous WordPress websites, I discovered situations requiring an XML formatted file of form leads submitted using the 'Contact Form 7' plugin. My custom plugin exports 'Contact Form 7' leads into XML format, to assist website owners increase sales and optimize lead generation. All user's form input is inserted into a standard XML file stored within the website owner's WordPress files. The website admin can then download the XML file containing all potential leads via the WordPress admin dashboard. Once downloaded, this generated XML file can be used to create and/or update lead data located in various CRM systems, email marketing software, and other customer engagement platforms. My plugin is approved by WordPress.org and available on the WordPress.org plugin directory at <https://wordpress.org/plugins/contact-form-lead-export/>.

**APRIL 2019 – FEB 2020    WEB DEVELOPER & SEO SPECIALIST GREEN GORILLA INC** *(Main Websites: [ilovegreengorilla.com](http://ilovegreengorilla.com) & [gorillafarmco.com](http://gorillafarmco.com))*

Filled the job duties of several positions including web design & development, SEO (technical/speed & keyword optimization), online marketing & advertising, server & database administration, and website security. Was responsible for monitoring and improving our online sales through SEO, online marketing/advertising, and website speed and performance. At the same time, I was also responsible for managing and maintaining somewhere between 5 and 8 different WordPress based websites, databases and our dedicated Linux web server. With our main website, [ilovegreengorilla.com](http://ilovegreengorilla.com), I was able to help raise our monthly online sales as well as raise our conversion rate. In addition to making sure all our websites ran smoothly and were working properly *at least 99.99% of the time*, there were also several major projects that I completed and assisted with during my employment. Here is an in-depth look at several of my biggest accomplishments at Green Gorilla:

- ❖ **Increased Website Traffic** - The first project I began working on in April 2019 was a complete SEO overhaul of our main website [ilovegreengorilla.com](http://ilovegreengorilla.com) as the keyword and technical SEO had never been completed by a qualified SEO specialist. Six months after completing this SEO overhaul, our website traffic had increased including traffic coming from organic searches. This traffic came from my PPC/PPM advertising campaigns I created and optimized as well as my website optimization. In addition to the rise in traffic, I was also able to increase our conversion rate by a large margin. These increases were related to my strategies of increasing website speed, completing extensive keyword research to target specific medium to high traffic keywords, setting up multiple online advertising accounts and optimizing to target our most popular demographics, and increasing our email campaign volume.
- ❖ **From Nov 2019 to Feb 2020, SEO Visibility Increased to the Highest Peak Since Tracking** - In May - June of 2019 using SEMRush, I set up keyword and search tracking campaigns to monitor the progress of my new SEO strategy and to quantify the impact of our new website design. Our biggest increases began shortly after

implementing the new website design in November of 2019 and rose dramatically during the month of December as Google began making their most recent big algorithm update, proving that I was able to create my SEO strategies based around future search trends and increased site speed.

- ❖ **New Website Design, Implementation & Data Migration** - Worked directly with the design team to create a new website with 3 main goals of increasing online sales and traffic, retaining all previous website data (IE: orders, customer info, subscriptions, etc) and improving website speed. I reduced the length of our online purchase process, migrated all customer/order data, and added higher resolution photos/images while reducing the page sizes. The results: 1) we had our 2 highest months of online sales after implementation; 2) web pages loaded several seconds faster on average; 3) bounce rate was at its lowest ever indicating a fast website speed.
- ❖ **New Web Server Setup & Migration** - Worked with our web hosting to set up a brand new web server to increase website speed and improve reliability. I chose server specs and parts based on our websites' resource needs and then migrated 12 websites myself to the new server.
- ❖ **Assisted EU Website Setup & Developed Gorilla FarmCo Website** - Worked with our UK division's web developer to help set up an EU version of our main website at [ilovegreengorilla.uk](http://ilovegreengorilla.uk). Spend many late nights and early mornings Pacific Time communicating via email and messenger with the developer in Norway. Also created a new website for Gorilla FarmCo which is Green Gorilla's newly developed USDA certified organic hemp farm in Arizona and managed site daily once completed.

## **MAY 2017 – SEPT 2018    WEB DESIGN & SEO SPECIALIST THE STUDIO WLV**

Designed, developed and optimized clients' websites for usability, speed and visibility across search engines. Assisted our CEO by attending meetings with current and potential clients to help pitch our website services by explaining how our SEO and Web Development services can benefit their specific company and website, as well as the technical aspects of what these services include. Maintained and updated The Studio's in-house web server and website([theStudioWLV.com](http://theStudioWLV.com)), as well as all clients' web servers and websites, most of which using WordPress. Provided goal-based SEO services studying clients' current website, analytics, reports, industry, location, etc. to create customized SEO roadmaps outlining services to accomplish client goals. Following client agreement, I would implement these tailored SEO services ranging from local SEO, keyword research, content creation, technical SEO and website speed improvement among other techniques. For clients without existing websites, I set up hosting plans, installed, setup and built many WordPress installations. Over the 1.5 years with The Studio WLV, I worked on over 20 client websites encompassing a wide variety of industries, as well as The Studio WLV's outward facing website.

## **DEC 2008 – MARCH 2016    MULTIMEDIA DESIGN MANAGER VOICEPRINT INTERNATIONAL (VPI)**

Oversaw the outward, customer facing end of our web portal within the Marketing department where my duties covered the company's website/graphic design, development, database & web server management, and search engine optimization during the early years of SEO as a marketing strategy. Assigned lower-level tasks to interns and employees with less experience and worked with them to help develop these skills and teach best practices. Developed the majority of our website vpi-corp.com using HTML, CSS, and JavaScript. In addition, I learned how to code using VBScript and classic ASP to create and implement a system of dynamically generated content used among most web pages including the utilization of a few different API's to retrieve dynamic content from our other platforms such as YouTube and Facebook. For example, I created VPI's 'Video Center' as a local web page on vpi-corp.com which dynamically retrieved our YouTube videos and content, separated by playlist, industry and other custom variables.

## **EDUCATION**

**MAY 2008 COMPUTER INFORMATION SYSTEMS**    DEVRY UNIVERSITY

**MAY 2003 COMPUTER SCIENCE**    MOORPARK COLLEGE

## **INTERESTS**

I am a self-proclaimed sports fanatic so most of the activities that fill my free time are in some way related to sports. I play basketball, softball and golf competitively with friends and some seasons I play in organized leagues, including fantasy leagues. I love the outdoors and am an avid hiker and angler. In addition, I enjoy volunteering at my church, Ascension Lutheran, during our "Project Response" food drive several weekends per year. Lastly, I am a level 6 Google Local Guide contributing photos & information to Google Maps helping users search.