Matie Natov

Senior Web Marketing Manager

Top Skills

★ Marketing
★ Web Strategy
★ HTML5
★ CSS3
★ jQuery
★ Bootstrap
★ CMS
★ User Experience
★ Visual Design
★ Design Systems
★ Communication
★ Time / Task management
★ SEO
★ Web Accessibility (A11y)
★ Reporting & Analytics

Recent Awards

★ Awarded by Meta i18n team
to partners who have shown strong
initiatives in designing, building,
and writing for internationalization.

★ Awarded for editing Meta Wiki
500-999 times.

★ Awarded for improving
the Sephora Daily Dose UX.

Education

Bachelor of Science

Communication Design

California State University of Monterey Bay
Seaside, CA | Graduated Spring 2014

Minor: Marketing

Associate of Science

Natural Sciences & Mathematics

Summary

10 years developing web marketing experiences. Best skilled at marketing, UX, HTML5, CSS3, JavaScript, Bootstrap, CMS, and visual design.

Work History

Web Developer, Meta

Remote | Fremont, CA | October 2020 - Present

- Lead web development operations for **meta.com** and **about.facebook.com** consumer marketing sites, averaging 5 million page views monthly.
- Mentor and train web developers and new hires on website process, strategy, design standards, best practices, accessibility, and SEO.
- Work with designers to produce innovative Figma motion studies for new pages.
- Work with engineering to scope and build new modules and components in CMS.
- Migrate 1,500 Meta Newsroom articles from Wordpress to Meta CMS, documenting the editing process for non-technical users

Web Marketing Director, A.N. Artistry

Remote | San Francisco, CA | November 2015 - Present

- Own the value propositions and messaging strategies that drive interactions of the front-end web and mobile portfolio on **an-artistry.com**.
- Lead messaging and positioning strategy to increase awareness and demand for A.N. Artistry bridal hair and makeup services.

Producer, Sephora

425 Market Street | San Francisco, CA | March 2017 - July 2020

- Lead web development and UX for Sephora LMS, accessed by 17,000 employees.
- Design and build 23 front-end pages using Adobe Photoshop, Adobe XD, HTML, CSS, JavaScript, and Bootstrap.
- Prepare and present for stakeholder reviews.
- Debug front-end code, isolate causes, and develop solutions.
- Monitor Google Analytics dashboards to optimize web processes.
- Manage and upload 3,000 eLearning modules.

Web Marketing Manager, Simms Solar

Remote | Mill Valley, CA | November 2015 - March 2017

- Drive awareness and engagement to the Simms Solar marketing website and social media channels.
- Own the value proposition and messaging strategies.

City College or San Francisco
San Francisco, CA | Graduated Spring 2012

Associate of Arts
Arts & Humanities

City College or San Francisco
San Francisco, CA | Graduated Spring 2012

References

Alicia Leslie

Manager, Web Development
and Strategy at Snap

Caleb Freeman

Marketing DevOps and
Tech Lead at Meta

Amanda Natov

CEO, A.N. Artistry

* Contact information is available
upon request.

- Lead the creation of the marketing website and social media profiles.
- Craft and develop social media and web marketing content.

Web Marketing Manager, Freelance

Remote | November 2015 - March 2017

- Develop an array of websites and landing pages for different CMS platforms.
- Manage projects from start to finish and help clients stay on-track and on-budget..

Coding Instructor, MV Code Club

Marin, CA | August 2014 - November 2015

- Teach kids to code using HTML5, CSS3, jQuery, JavaScript, Python, PHP, and Ruby on Rails.
- Work closely with back-end developers to build video game lessons and website development lessons for kids enrolled in summer camps.
- Lead front-end development for the marketing site, collaborating with software engineers to develop dynamic sign-up forms and widgets on the site.

Graphic Designer, Hospitality Marketing Associates (HMA)

Monterey, CA | February 2013 - May 2014

- Develop email products using Adobe Dreamweaver, HTML, and CSS.
- Design new email templates using Adobe Photoshop.
- Test on emails on Litmus to test email on dozens of browsers and devices.