

MATTHIAS LEYRER

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EDUCATION

Bethany Lutheran College
B.A. Communication
Grad: 2011 | 3.3 GPA

WORK EXPERIENCE

Navitor Specialty Products: *Digital Marketing Specialist*

11.17 - Present

- Wrote SEO (titles and descriptions) and PPC keywords for all our Amazon marketplace products via Seller Central.
- Manages, shot and edited all product photography and imagery for Amazon and navitorsp.com using Photoshop.
- Updated website with new products listings and ensured accuracy in all copy.
- Wrote and maintained our Amazon business plan, explored growth opportunities and new product ideas.
- Created all campaigns for Amazon using manual or automatic targeting and tracked sales data.
- Designed general marketing materials when need be using InDesign or Illustrator.
- Wrote press releases and contacted trade publication outlets when announcements were made.
- Sent email campaigns and managed email lists in Hubspot.
- Designed and managed website pages in Wordpress.

The Occasions Group: *User Experience Designer*

05.15 - 11.17

- Responsible for all web design projects using Sketch to design and Zeplin to share and revise mockups.
- Held user meetings and created user profiles to determine the best design for our customer base.
- Made decisions based on analytical data coming in from our web traffic resources.
- Designed an entire backend customer platform for our 500+ partners that allowed them to manage and place orders, check shipping statuses, and keep tabs on inventory changes and new product offerings.
- Recommended and designed changes for other 3rd party websites or sister company sites.
- Designed other marketing collateral as necessary using Illustrator or Photoshop.

Carlson Craft: *Marketing Designer*

04.13 - 05.15

- Designed general marketing material such as flyers, brochures and magazine advertisements.
- Created email campaigns and graphics for said campaigns.
- Wrote copy for all advertisements, email blasts and anything else I designed.
- Worked with HTML/CSS for email campaigns and website changes.

Otto's Restaurant: *Marketing and Restaurant Manager*

10.11 - 11.12

- Rebranded Oktoberfest celebration held annually in the adjacent hotel.
- Met with local press to introduce our new menu and theme.
- Designed new logo that went on all collateral.
- Handled general managerial duties associated with restaurants.

Freelance & Side Work

- Designed multiple website usually using Squarespace.
- Freelance SEO, Amazon, and copywriting work.
- More logos, pamphlets, and general design work than I can count.
- Writing articles for national publications and blogs.

About Me

For the most part, I'm a regular guy. I'm 29, I've never lived outside of Wisconsin or Minnesota (except for one study abroad semester in college.) I like to write about cities and just generally think about the broader implications that they have on us as humans and the legacy that we'll leave behind. I'm married with one child and I like to spend my free time with them or working on my house. I'm an open book, so if you have questions, just ask! I have a personal site: www.mjleyrer.com that has links to most of my portfolios and some written works if you're interested. Thanks for taking the time to read this.



P.S. I'm very interested in remote work, so if that's a possibility for this job please let me know! Thanks!