



Matthew Gagliardi

Web Marketing Specialist | SUNY Niagara

SKILLS

- HTML/HTML5/CSS/SCSS/JS
- Adobe Creative Suite (Photoshop, Adobe Premiere Pro, Illustrator).
- Graphic Design
- Search Engine Optimization
- Web Design
- WordPress
- Google Analytics
- Digital Marketing
- Social Media Marketing
- Marketing Analytics
- Data Analytics
- UX

AWARDS

- Academic Achievement Award - For achieving over a 3.6 Grade Point Average in Digital Media Arts: April 23, 2019
- Digital Media Artist for Outstanding Portfolio in Web Design: April 23, 2019
- Excellence in Business, Technology, & the Arts - Digital Media: Web Production Track, May 4, 2017
- Magna Cum Laude
- Aero Instruments & Avionics 2023 Innovation Award
- Aero Instruments & Avionics 2022 Excellence Award

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EDUCATION

ADVANCED CERTIFICATE IN MARKETING
Canisius College | 2023 - Present

BACHELOR OF SCIENCE DIGITAL MEDIA ARTS
Canisius College | 2017 - 2019

ASSOCIATE OF SCIENCE DIGITAL MEDIA
Niagara County College | 2015 - 2017



EXPERIENCE

Digital Marketing & IT Support

Aero Instruments & Avionics Inc. | 2020 - 2024

Accomplished in fostering collaborative efforts with sales and marketing teams to devise effective marketing strategies and campaigns. Spearheaded comprehensive rebranding initiatives covering social media, website redesign, print design, giveaways, conference booth setups, and email campaigns. Actively engaged in market research and conducted thorough analysis of consumer behavior and industry competitors.

UX/UI INTERN

Helm Experience & Design | January - May 2019

Accomplished in designing and developing digital products for innovative companies. Created wireframes and designs for fully responsive websites and mobile applications. Additionally, developed WordPress websites, graphics, videos, posters, brochures, and email marketing ads.

WEB DESIGNER

Freelance | 2017 - Present

Accomplished in designing and developing websites for companies such as Wingnutz, Millers Food, Virtual Genealogy, Bedford Blacktop, D&T Graphics, Swift Sounds Productions, and more.