JM

JORDAN MATLOVSKY
Creative Director | Digital Marketing

📱 516.476.4250
✈ hello@jordanmatlovsky.com
🖥 jordanmatlovsky.com

As a team leader, web developer, and graphic designer, I've dedicated 10+ years to creating efficiencies in every process while highlighting clean code, cohesive design, & strategic data analysis.

🏛 SUNY Oswego
BA in Graphic Design • 2012
Dean's List

TEAM LEADERSHIP

WEB DEVELOPMENT

PROJECT MANAGEMENT

SEO

UX / UI DESIGN

DATA ANALYSIS

ONLINE ADVERTISING

CREATIVE DIRECTOR
Hudson Creative • 2020 - 2023 • New York, NY

- Increased company in-house employees by 275%.
- Assigned manager KPI's, reviewing bi-annually.
- Advocated for department resources & funding.
- Led daily department meetings focusing on priorities.
- Quality checked design mockups, code bundles, & SEO copywriting, providing critical feedback.
- Built project templates in **Asana** highlighting milestones, deadlines, hour estimates, & dependencies.
- Directed performance optimization & budget management of 40+ monthly online ad campaigns.
- Delegated tasks to full-time & freelance employees.
- Created & operated company-wide trainings to strengthen technical abilities for employees & clients.
- Served as technical / creative voice on high profile client meetings while presenting deliverables.
- Attended quarterly leadership meetings, reporting on department forecasting and budgeting.
- Spearheaded freelancer outreach while negotiating rates for maximized company profit.

CREATIVE LEAD
Hudson Creative • 2018 - 2020 • New York, NY

- Coded lightweight **Wordpress** themes (**Google Pagespeed Insights** scores of 85+).
- Optimized web page **UX / UI** for higher conversions.
- Developed dynamic content with **PHP** & **ACF**.
- Wrote clean, efficient code (**HTML**, **CSS**, **Javascript**) on various **CMS** platforms, **e-commerce** included.
- Set up data tracking in **GTM** with **UA** / **GA4**.
- Analyzed performance data & reports in **Data Studio**.
- Conducted strategic keyword research with **Moz**.
- Ran SEO audits with **SEMRush** & **Screaming Frog**.
- Designed full website mockups with **Figma** & **Adobe Creative Suite**.
- Managed server with **AWS**, & DNS with **Cloudflare**.

SENIOR WEB DESIGNER
Mazars LLP • 2016 - 2018 • New York, NY

- Redesigned front end code of company wide intranet platforms, enhancing **UX / UI**.
- Installed **ServiceNow** platform for ticketing & digital workflow efficiencies.
- Designed & integrated web branding guidelines.