



MATTHEW

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BOONE

Southern Virginia Area - Willing To Relocate 

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M U L T I M E D I A D E S I G N E R

EDUCATION

BACHELOR OF ARTS, GRAPHIC DESIGN/MINOR IN COMMUNICATIONS

Norfolk State University,
Norfolk, VA, 2019

COMPUTER SCIENCE CERTIFICATION

EDX Harvard University Online

CORE COMPETENCIES

Simulation Functionality

Audio/Visual

Video Production

Social Media Strategy

Digital Marketing

Quality Customer Service

Strong Communication Skills

Critical Thinking

Creative Visualization

MAC & PC Platforms

Problem Solver

Content Writing

Editing & Proofreading

Training Development

Website Design

POS Transactions

PROFESSIONAL PROFILE

Creative, multi-talented professional with a diverse experience in multi-media, animations, visual concepts and designs. Works closely with clients, management and staff to create and execute all phases of digital marketing initiatives. Excellent written and verbal communication skills with a solid passion for web development, graphic arts, media marketing and customer relations. Takes initiative, works well under pressure, and has strong customer service skills. Highly adept with programs in Adobe suite, such as InDesign, Illustrator, and Photoshop and all social media platforms. Aiming to leverage my experience, background and knowledge to fulfill a position within your organization.

EXPERIENCE

Multimedia Designer & Marketing Specialist

Wireless Masters Inc. / XYLO, Inc. , Norfolk, VA | 04/2022 – 11/2022

- Created the marketing team and marketing infrastructure for both companies. Utilized regional connections to ensure organic growth of the brands via social media and third party marketing outlets.
- Created / coded website for XYLO and fully created the new brand.
- Wrote blog post posted to the website for informal purposes.
- Utilized SemRush to analyze new methods for marketing, along with Google Ads, and chambers of commerces to push branding names.
- Designed all graphics, animations, promotional videos, and in office company branding materials.

MARKETING & COMMUNICATIONS MANAGER

The Hampton Roads Chamber, Norfolk, VA | 04/2021 – Currently

- Connect and create collaboration with regional businesses / top business leaders of Hampton Roads and State of Virginia through effective methods of communications. Collaborate with local and state government officials in accordance to The Hampton Roads Chamber's agenda in serving the business community and setting the conditions for businesses to succeed and grow.
- Multimedia Design - marketing material through E-Blast emails, Adobe Products (Entire Adobe Creative Cloud Suite), Video editing to communicate, promote, and protect the Hampton Roads Chamber Brand.
- Completed written material for event conclusion for press releases and collaboration with local / state / national media relations.
- Collaborate with Governmental affairs to push legislation to ensure the needs of the community and the business community are met.
- Created innovative methods of marketing, developed a strategic plan for website / social media engagement. Proceeded to establish the Hampton Roads Chamber's Facebook page as the #3 Facebook page of all Chamber of Commerces in the United States.

EXPERTISE

Photoshop

InDesign

Illustrator

Acrobat

HTML 5

JavaScript

Facebook

Instagram

LinkedIn

Twitter

Microsoft Office Expert

Television/Media Production

Visio Studio

Multimedia Design

Logo Design

Brand Management

Field Journalism

CERTIFICATIONS

Certified PC Technician

Certified Forklift Operator

Certified Microsoft Specialist

ARCHITECTURAL DESIGNER / ESTIMATOR / UTILITY

Door and Hardware Specialties, Glen Allen, VA | 10/2019 – 04/2020

- Worked with various contractors within different projects, ensuring architectural plans proceeded accordingly;
- Used InDesign and AutoCAD to help structurally design rooms and commercial buildings;
- Served as sub-manager of warehouse operations to validate accuracy of stock and verify purchase orders were ready to be shipped, delivered or picked up by vendors or customers;

EXPERIENCE - CONTINUED

GRAPHIC DESIGNER/WEB DEVELOPER

C2 Technologies Incorporated, Department of Defense, Government Contract
Newport News, VA | 6/2018 – 2/2019

- Was responsible for contracting, developing, and updating the web-based training simulations and courses including HTML, JavaScript, Visual Studio, media management and Adobe creative cloud applications;
- Successfully managed the workflow and maintained tight deadlines with exceptional graphics and simulation functionality faster than the company expected within 95% QC approval rate;
- Developed and enhanced graphics to improve the quality of work within company standards and exceeding expectations for customer acceptance;
- Made process improvements based upon customer feedback on HTML courses that have been completed and or in development;
- Programmed functionality into HTML E-Learning courses to ensure an effective learning experience and satisfactory customer product;
- Used Visual Studio to create, improve, and resolve functionality issues with products in building stage, under maintenance, or before final quality assurance review;

SALES ASSOCIATE

Home Depot | Hampton, VA | 01/2017 – 08/2019

- Fulfilled online customer orders and ensured products were picked up;
- Performed stocking activities using a forklift to ensure that all items are available for customers to choose from at the frontend;
- Assisted customers with locating items in aisles and answers inquiries about products;
- Kept retail areas neat, clean and organized to ensure a great shopping experience for customers;
- Handled POS transactions for customers by processing cash and credit card payments ensuring that change and receipts are tendered to them;

SALES ASSOCIATE/SUPERVISOR

JCPenney| Chesapeake, VA | 11/2016 – 08/2017

- Assisted customers in completing sales transactions using store registers;
- Conducted both daily store opening and closing procedures;
- Assisted in on-the-job training with newly hired associates;
- Established friendly and professional customer interactions by providing quality customer service and support in every way;
- Organized store displays, stocked shelves and operated cash registers;