

**Margaruitte “Peg” Mattison 290 Becky Lynn Blvd | Pleasant Hill, Iowa
515.490.8947 | mattisonweb@gmail.com**

Lecturer in Marketing, Ivy College of Business, Iowa State University, Ames, IA 2023 - Present

* Teaching Social Media Marketing

Adjunct Instructor, NuPaths/Harrisburg University, Harrisburg, PA 2021 to Present

- Currently teaching HTML, CSS, and Photoshop
- Teaching students the elements of Digital Marketing
- Providing Lectures on User Experience
- Implementing Email Marketing and SEO to Wordpress

Owner, Mattison Web, Pleasant Hill, IA 2001 - Present

Owner/User Experience Designer, Web Designer Developer, UX, Graphic Designer and Social Media Marketing

- Develops websites in CMS platforms in Drupal, Joomla and Wordpress
- Generate innovative media solutions including graphics & writing.
- Create project deliverables such as flowcharts, wireframes, prototypes, and detailed designs.
- Plan, recruit for and drive research initiatives including usability studies, surveys, interviews, and other methodologies aimed at validating design concepts and improving overall product design.
- Can translate user stories into design while integrating needs of programmers, product managers & end users.
- Experience communicating complex user experiences via interaction wireframes, prototypes and flows.
- Focus on creating and delivering a consistent and compelling user experience across the company's products.
- Design print and web collateral in keeping with corporate style using industry standard applications and protocols.
- Proficient in Content Management System Development.
- Work with businesses to enhance corporate image in online media.
- Outstanding business development and web service resulting in contracts to produce web sites.
- Wrote monthly Web Chat article for the Altoona/Pleasant Hill Press Citizen.
- Generate eye-catching brochures, logos, and illustrations for businesses.

Owner E-commerce, Web Fashion Speaks, Pleasant Hill, IA 2010 to Present

- Fashion Photographer/Buyer
- Ebay Powerseller 2012 to 2022
- Ebay Top Rated Seller: 2012 to 2022
- Writes and edits all fashion articles
- Responsible for all social media
- Keeps current with fashion trends, communicates with fashion designers
- Using Web to Promote Fashion
- Provides clothing and accessories for men and women all over the world.
- Proficient in Fashion Styling
- Ability to communicate with folks about clothing colors, looks, and styles.
- Product Trend and Analysis

UserTesting.com 2021

- Evaluating and testing websites. Worked with companies so far like Pizza Hut, Farmers Insurance and Century Link

Project Manager/Graphic Designer , Covenant Web Design, Iowa, June 2016 to 2018

- Unfuddle project experience.
- Experience in gathering and defining business and technical requirements.
- Ability to work in an evolving work environment.
- Ability to interact with and report to executive management.
- Experience with leading and facilitating working group, project status, & executive-level meetings.
- Experience with being a liaison between management & I.T. and the Print team.
- Workflow diagram development, review.
- Survey development, execution .Charts/table development .

Cartoonist - 1990 - Present

- Currently writing cartoon book *The Big Hair Club*, 2016
- Cartoonist in *The Comic Outlet*, 1990-1993
- Cartoonist in *The Recreational Review*, 1991

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Web Consultant for Aviva USA Marketing Department representing Robert Half Technology (2012):

- IBM Websphere CMS
- Microsites
- Worked on all three web portals: Main site, Customer, and Agent

Adjunct Lecturer of Web Design Grand View University, Des Moines, IA 2011

- * Taught how to apply web theory and mechanics into a usable medium.
- * Trained students on all adobe products, linkedin, and wordpress.

Iowa State University Web/Graphic Design Lecturer and Web Master, Ames, IA 2002 - 2004

- * Effectively upgraded multimedia lecture curriculum. Program still in use today.
- * Organized and managed NFLRC and NVIA web sites.
- * Opened and maintained lines of communication with students and faculty.
- * Taught how to apply web theory and mechanics into a usable medium.

Hawkeye-Security Insurance Intranet Developer, Des Moines, IA 2002 - 2003

- * Effectively led implementation of intranet web site through content development, design and strategic alliances.
- * Sourced and evaluated web site in support of long-term business plan.
- * Created & implemented marketing communication materials including: training resources, web content, & presentations.

Multimedia Trainer Des Moines University Intern, Des Moines, IA 2001 - 2002

- * Managed all multimedia equipment for the Teaching Learning Technology Center.
- * Used artistic skills to produce professional graphics for teaching presentations.
- * Expanded knowledge of alternative education media usage for faculty and staff.

Kinko's Copies Project Manager, Clive, IA 1995 - 1999

- Managed over 30 personnel in production and graphics department.
- Successfully managed inventory for cost effective levels.
- Foster workplace diversity and insure all team members remain in compliance with OSHA regulations.

Education

Drake University, Des Moines, IA

Masters of Public Administration, 2001 graduated Omicron Delta Kappa & Pi Alpha Alpha, G.P.A. 3.67
Bachelors of General Studies, Communication Skills & Cultural Studies 1989

Help Desk Technical Educational Center

Urbandale, IA, Certified Internet Webmaster, 2002

Des Moines Area Community College

Ankeny IA, Commercial Art, 1992

Additional Training

Udemy

UX track 2018

Udemy 2018

Ecommerce Track

Google Analytics Academy

In progress 2017 - 2022

Summary of Qualifications

- Years of experience in web development, project management, design and business management.
- Expert knowledge of multimedia equipment, set ups, software, and production.
- Created web sites and content in CMS tools in Drupal, Joomla & Wordpress

Certifications:

IT Specialist - HTML and CSS Issued by Certiport - 2022

Adobe Certified Professional in Visual Design Using Adobe Photoshop Issued by Adobe - 2021 - 2024

Google UX Certification in Progress - 2022

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Associations & Awards

Worship Singer, St. Joseph's Catholic Church, 2022 - Present
Member: FuseDSM, 2021 - 2022
Firestarters - Ambassador FuseDSM, 2021 - 2022
Member: Lutheran Church of Hope, Cantana 2019
Member: Greater Des Moines Partnership Communications Advisory Committee, 2008 – 2013
Chairperson: Greater Des Moines Partnership Communications Advisory Committee - 2015
Member: Altoona Chamber of Commerce, 2003 – 2012 Ambassador Committee, 2005 - 2012
Member: Urbandale Chamber of Commerce, 2011 - 2012
Member: Ankeny Chamber of Commerce, 2004, 2005
UPA of Iowa: Member since 2012
Member: Bondurant Chamber of Commerce, 2005, 2006
Member: Better Business Bureau, 2006
Member: Pleasant Hill Chamber of Commerce 2004 - 2016
President, 2006
Vice President, 2004, 2005
Chairperson, Internal Affairs Committee, 2005
Membership Committee, 2004 – 2005)
Chairperson, Communications Committee, 2007 - 2008
Board of Directors 2004 – 2007, Golf Outing Committee, 2006
Membership Committee, 2006, Events Committee, 2004 - 2009
Annual Dinner Committee, 2004, 2005, 2006
Summerfest & Labor Day Fest Committee – 2004 - 2012
Nominated: City of Pleasant Hill, Iowa Citizen of the Year, 2007
Member: Affiliates President Council for the Greater Des Moines Partnership, 2006
Member: Pleasant Hill Branding Committee 2006
Participant: D.C. One Trip, 2006, 2007
Member: Women's Chamber Alliance, 2004
Member: Pi Alpha Alpha, Since 2001
Member: Omicron Delta Kappa, Since 1999
Employee of the month: Kinko's Copies, 1996

Computer Skills

PC/Mac, MS Office, Dreamweaver, Frontpage, GoLive, Photoshop, Illustrator, Actionscript, Adobe Creative Cloud, Shopify, AWS, Visual Design Studio, Javascript, CSS, Flash, Fireworks, ASP, HTML., PHP, CMS, IBM Websphere, Joomla, Wordpress, Drupal, JQuery, Facebook, Hootsuite, Instagram, LinkedIn, Twitter, Tik-Tok, Adobe XD

Web links:

Mattisonweb.com | Webfashionspeaks.com | X.com/pegmattison | <https://www.linkedin.com/in/mattisonweb/>