Matt Griffith

Matt@MattGriffith.com
+1 336 410 1770
Greensboro, NC USA
https://MattGriffith.com

Summary

Software engineering, software project management and sales background in a multitude of past and present programming languages with cross platform experience spanning Windows Server, Windows Desktop, MacOS, iOS/iPadOS/WatchOS, Android and web and a proven track record at managing multiple projects with multiple developers for multiple clients. Jack-of-all-trades with broad experience in a range of areas including social media, search and app marketing, SEO, database management, Exchange email management, Google Analytics, cloud computing (Azure, AWS, IBM, Rackspace), photo and video editing (Adobe suite of products), DNS management and excellent relationship sales skills.

Skills & Abilities

Website Development

- HTML (Ability to code by hand)
- JavaScript / JQuery
- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- ASP / ASP.NET
- Google Analytics
- Social Media Marketing
- Reputation Marketing

Software Development

- MS Windows and MacOS
- Visual Studio
- C#
- VB.NET

App Development

- iOS/iPadOS/WatchOS Development
- Swift/SwiftUI with XCode
- ASO (App Store Optimization)
- Android Development
- Flutter/Dart with Android Studio

Creative Tools

- Adobe Creative Cloud Suite
- Photo & Video Editing
- YouTube Channel Marketing
- Graphic Design

Database Development & Management

- Microsoft SQL Server
- MySQL
- Google Firebase/Firestore

Network Management

- BIND DNS / Windows DNS (& others)
- Domain Management
- Microsoft Exchange Server
- Rackspace Email (& other mail servers)

Sales & Marketing

- Relationship Selling
- Newsletter & Email Marketing
- Cold Calling
- Lead Generation

Cloud Platforms

- Microsoft Azure
- IBM
- Amazon AWS
- Rackspace

Management

- Project Management
- Offshore Management

Experience

Merlix

CEO and Founder   June 1994 – Present

Merlix is a one stop boutique internet consulting firm for advanced software development, internet marketing, social media and branding.

- Began developing software libraries and tools for developers

- Later evolved to custom development for whatever the client asked for whether it be desktop, server or web applications
- Vast experience with data integrations from API's, SDK's and third party applications including applications that weren't meant to share data
- Developed in early on in Visual Basic, COBOL, Fortran, Visual Fortran, FoxPro and eventually migrated to ASP and .NET technologies
- I was not only the developer, but also responsible for every sale and client ever made and amassed clients in more than 40 countries
- Experience with obtaining trademarks
- Experience establishing foreign corporations in Europe and Latin America and setting up bank accounts
- Developed a custom CRM for Shreve & Co. Jewelers (San Francisco) that retrieved sales data from their point of sale system to make gift suggestions for customers (i.e.: offer the matching pair of earrings on an anniversary for the necklace that was purchased the previous year); maintained software for 12 years
- Developed a corporate portal for Bailey & Glasser (a law firm with a 12 state presence) with data connections into Practice Manager and Lexis Nexis Juris to track billable hours for attorneys and manage day to day operations; maintained software for 20 years
- Developed individual portals for various class action suits for law firms that managed plaintiff information from various attorneys around the country
- Developed a custom portal for the AFL-CIO/WV State Building Trades that maintained all highway and building construction projects with the various companies that bid and which company that was awarded and the license holders; Developed the original project in 1999 and maintained it since then and did a new version this past year in 2019.

Amazon Prime "Places to Go" Travel Show

Host/Presenter   March 2018 – October 2019

A thirty-minute destination travel show comprising two seasons.

- Trained at Pinewood Studios in London, England (UK)
- Responsible for selecting destinations
- Establishing timelines for episodes as well as script writing and voice over

World Corp / World Tourism

CEO and Founder   October 2017 – Present

For the past three years, I have been building what would become the largest destination marketing and tourism network in the world.

- Developed a multi-site content management system with ecommerce and booking platform
- Built data retrieval solutions using multiple API's from the likes of Yelp, Google, Booking.com, Amadeus and many more
- Created a massive database of information such as every museum and attraction in the world… every airline… practically every hotel… and so much more
- Developed a strategy for contacting restaurants, hotels, event centers and other businesses in the travel and tourism industry to begin creating a warm relationship so that they could be sold to later; the strategy was also EU GDRP compliant.

Education

Marshall University – Huntington, WV
Industrial Transportation Design

Professional Licenses

FAA Commercial Pilot's License
w/ Instrument and Multi-Engine Ratings

NC Real Estate Broker License
w/ Broker-in-Charge Eligibility

Languages

English (Native/Fluent)

German (B1)

Spanish (A2)

References

References available upon request