

MATT TARTER

+317-525-0173

mjtarter@openmindwebs.com

[/in/mjtarter](#)

[matttarter.com](#)

San Diego, CA

SENIOR WEB DEVELOPER

10+ years of experience leading website development, optimization, and maintenance across agency and client-facing environments. Strong background in high-performance websites and landing pages, SEO and analytics integrations, technical troubleshooting, and responsive front-end development. Proven ability to independently manage complex digital ecosystems, collaborate cross-functionally, and improve usability, performance, and operational efficiency across web properties.

PROFESSIONAL EXPERIENCE

Director of Web Development Mentus

January 2020 - Present

- Serve as primary web development lead for a creative agency supporting 15+ global biopharma companies across the U.S. and Europe, guiding high-visibility corporate websites through major growth milestones, including multiple pre- and post-IPO transitions.
- Direct custom websites builds, interactive annual reports, and digital experiences for major brands including WD-40, Extra Space Storage, and Ryder.
- Oversee external developers and coordinate cross-functional web projects while serving as the agency's technical authority for website architecture, deployment, and ongoing support.

Principal Web Developer Inseev Interactive (acquired by 3Q Digital)

January 2019 - January 2020

- Led frontend development and conversion optimization for landing pages, improving user flows, simplifying purchase pathways, and increasing engagement for client acquisition campaigns.
- Built and optimized high-performance WordPress websites and landing pages for a growth-focused digital marketing agency, collaborating closely with SEO, paid search, design, and project management teams.

Lead Web Developer MP Associates

March 2016 - December 2019

- Conceptualized and built a custom WordPress-based conference scheduling application that eliminated manual event entry by enabling Excel-based data imports and collaborative schedule management, allowing organizers to update content without directly editing the website while providing attendees with searchable schedules, filtering, and personalized agenda creation with .ics exports.
- Acted as sole web developer for 15+ global technology conference websites, overseeing ongoing development, design refreshes, maintenance, and periodic full-site rebuilds for flagship events featuring industry leaders including NVIDIA, Intel, and Google as speakers, sponsors, and exhibitors.

Web Developer & Digital Consultant Open Mind Webs

December 2013 - February 2016

- Identified an opportunity to automate and independently developed a product description generation system for one of the world's largest party goods manufacturers. The system generated SEO-optimized, vendor-ready descriptions from structured product data and supported distribution to major retailers including Amazon, Walmart, and Staples, significantly improving content production efficiency.
- Led website development and digital operations for 20+ websites, including the Dropping Dimes Foundation, supporting fundraising, media distribution, & public awareness efforts tied to the NBA's \$25M assistance initiative for former players.

TECHNICAL SKILLS

HTML/CSS · JavaScript/jQuery · PHP · WordPress · Shopify · HubSpot CMS · Responsive Web Design · Custom Front-End Development · Website Optimization · SEO Best Practices · Analytics & Tracking Integrations · Landing Page Development · Website Maintenance & Troubleshooting · DNS/Hosting Management · CMS Management · Website Migrations · Web Security

EDUCATION

Indiana University
B.S. in Business Management
Business Certificate (Kelley School of Business)