

Margaruitte “Peg” Mattison

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

- Teaching Social Media Marketing
- Currently teaching Marketing Fundamentals
- Will represent Iowa State University as a judge for the 2024 DECA Competition in Iowa
- Given presentations on Marketing your business: CyBiz Lab and Pappajohn Center for Entrepreneurship Iowa State University.
- Teaching Principles of Marketing
- As of April 2024, I was nominated teacher of the month through the IVY College of Business Student Council at Iowa State University.

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, Marketer - Your Roof Doctor, Pleasant Hill, IA 2015 - Present

- Posting and managing analytics
- Implementing a marketing plan for the construction business
- Engaging in viewer interaction in Social Media Marketing Strategy and Digital Marketing
- Developed and maintained company website

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

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

- Developed 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 2023

- 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

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- 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

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

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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 websites 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

Google Digital Marketing Certification in Progress - 2024

HubSpot Academy 2024

Social Media Marketing

Social Media Marketing Certification II

SEO

Digital Marketing

Digital Advertising

Content Marketing

Associations & Awards

Worship Singer, St. Joseph's Catholic Church, 2022 - Present

President's Club Member: Pleasant Hill Chamber of Commerce, 2023 - 2024

Branding Committee

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

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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

Guest speaker in Marketing:

Fall 2023: ISU Pappajohn Center for Entrepreneurship Smart Start Workshop
Spring 2024: ISU Pappajohn Center for Entrepreneurship Smart Start Workshop
Spring 2024: ISU Pappajohn Center for Entrepreneurship - Iowa Veterans Entrepreneurship Conference
Fall 2024: Pleasant Hill Chamber of Commerce - Power Hour: Marketing Strategies for a Startup/Small Business
Fall 2024: ISU Pappajohn Center for Entrepreneurship Smart Start Workshop

Computer Skills

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

Web links:

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