

Matt Johannsen

Objective Individual seeking a position where I can apply my 20 years of business experience for a career within software development, bringing with me expertise in e-commerce, business operations, marketing, content management, technology integration, and a commitment to teamwork.

- Skills**
- C#
 - ASP.NET MVC
 - .NET Core
 - SQL
 - Javascript
 - React
 - Postman
 - REST APIs
 - HTML
 - CSS
 - SOLID Principles
 - Unit Testing
 - Test Driven Development
 - Git & Version Control
 - Object Oriented Design
 - Agile Methodologies

Projects Group Capstone Project - [GitHub](#)

Weekend Window

Our team created this ASP.NET Core Web Application to always look out for everyone's favorite part of the week, the weekend. Based on the location, mood, and currently forecasted weather of your upcoming weekend, our app recommends restaurants, bars, tourist attractions, parks and more.

- Chosen as team leader for Group Capstone Project
- Programmed in C#, Javascript, HTML and CSS
- Integrated GoogleMaps, Google Geocoding, Weatherbit, and Twilio APIs.

Individual Capstone Project - [GitHub](#)

trendCrest←fish here.

The trendCrest←fish here. ASP>NET Core Web Application is the culmination of my lifelong love of fishing and the fruition of my programming abilities. Each Saltwater fishing destination is searchable by species and the month of the year to tell when the best fishing times are for that species, as well as comparable to other destinations during that fishing period. The second part of the project incorporates the uploading of photos for the trip

album and displaying a map of the exact location where each photo was taken. The album can be displayed as a map or a gallery.

- Programmed in C#, Javascript, HTML and CSS.
- Integrated GoogleMaps API
- Utilized the MetadataExtractor library to obtain photo geocoordinates

Professional Experience

2008-present Universal Logistics Solutions, Inc. Lannon, WI

Owner and Managing Director

- Launched DTYPetSupply.com, an SEO friendly e-commerce website compatible with social media as well as smartphones.
- Purchase, receive, and ship over \$1 million dollars of inventory annually.
- Analyzed data from Google Analytics to optimize organic, paid (Google Adwords, Bing, Shopzilla), and direct traffic.
- Shifted focus from website to Amazon driven sales. FBA sales have been between \$1.6 and \$2 million annually for the past 6 years.
- Collect, organize, and analyze data to identify new markets and products.

Integrate and utilize Amazon seller software like RepricerExpress, AMZScout, and TaxJar.

2003-2007 Prime Vet, LLC Overland Park, KS Overland Park, KS

Co-Founder and General Manager

- Generated internet sales of over \$6 million annually while managing a team of 3 customer service representatives and 3 warehouse employees.
- Responsible for purchasing, inventory, and fulfillment of over 1200 SKUs with an annual value of approximately \$4.8 million.
- Created multiple websites with different marketing plans to sell existing product inventory and raised monthly sales from \$60,000 to over \$500,000.
- Marketing techniques include: pay-per-click advertising (PPC), search engine optimization (SEO), direct landing page optimization, and email campaigns.
- Performed daily accounting duties in Quickbooks and Peachtree such as Accounts Receivable/Payable, bank reconciliation, and inventory uploads, as well as prepare State sales tax filings for Texas, Kansas, and Missouri.

1999-2003 Ryjo, Inc. Orlando, FL

Orlando, FL

Web Developer

- Managed content of client websites including editing and proofreading copy and image manipulation.
- Developed custom web-based applications for a diverse spectrum of clients from company websites to turn-key e-commerce solutions using Microsoft Visual Studio, Dreamweaver, and Photoshop.

- Interfaced with clients and third party designers and programmers to coordinate project timelines, budgets and goals.
- Created testing procedures and implemented tests for usability and cross-browser compatibility.
- Managed pay-per-click campaigns (Google AdWords, Yahoo Search Marketing, MSN Adcenter, and Ask) for clients in a broad range of industries and services (attorney services, commercial furniture, designer shoes and handbags, fragrances, LASIK, pet supplies, real estate, music talent agency, Tiffany lamps, and tourist attractions).

1997-1999 New London Community Schools New London, IA

High School English Teacher

- Designed lesson plans and instructed courses in Freshman English, American Literature, Advanced Composition, Technical Writing, and Journalism (Newspaper/Yearbook) with a focus on practical real world application.
- Wrote curriculum, defined benchmarks, and constructed performance based assessment rubrics for American Literature and Advanced Composition.
- Established a student writing lab utilizing existing network server to deliver lessons, review student drafts, and offer feedback.

Education 2020 devCodeCamp Milwaukee, WI

12 Week Immersive Software Development Bootcamp

1992-1997 Wartburg College Waverly, IA Waverly, IA

Bachelor of Arts Secondary English Education