



hello, i'm matthew hall and i'm a frontend developer and project manager that builds teams and develops businesses.

i have worked within the online industry for over a decade as a frontend product focused developer, project manager and director of operations. from launching new services to marketing existing products and developing teams, i have helped build and sell multi-million pound businesses in a variety of sectors.

my skill set spans multiple adjacent disciplines from design and data analysis, to business development and brand marketing.



html



css



javascript/jquery



photoshop

design and development

0 years | 10+ years

^ design and frontend development

^ UX / UI design

^ programming (php/mysql)

business and product

0 years | 10+ years

^ project management

^ marketing and seo

^ director of operations

^ analyst



building teams + promoting innovation

i have managed departments both big and small and pride myself on developing extraordinary teams that create extraordinary products.

innovation focused on user data, business goals and creative thinking has led me to be part of industry leading products and services across ecommerce, social platforms, news media and many more.





matthew hall's resumé

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accolades

£7,000,000 — cha-ching!

as the director of operations at NSI (Holdings) Ltd. i had the responsibility of product design for an online dating platform, as well as its marketing, monetisation and general business development. over the course of 5 years we continually increased our YOY turnover through data analysis, product iteration and intense marketing to eventually achieve a sale price of 7 million pounds.

one coherent experience

i ran a project that involved the amalgamation of an online community that spanned multiple services (such as news media, job networks, training tools, etc) all with different credentials, server architecture and databases. i managed the team to bring all this together, introduced pay walls, rebranded the service, overcame data issues and provide a single smooth coherent user experience with a near zero percent drop off. the success was followed by increased sign up rates and a cross pollination of services allowing for new revenue streams to be instantly realised.

hundreds of projects

i have quite literally managed hundreds of projects, service upgrades and new business ventures. i have built teams from scratch and integrated business purchases both technically and procedurally. i have been an integral member of the acquisition and mergers of multiple companies as well as the selling of businesses i have been a share holder of.

business development

i have built brands and successfully marketed them through the likes of online marketing, traditional real world marketing and by developing systems and technology such as white label tools and affiliate systems. long-term business development goals involved creating communities, identifying strategical partners and monetising them once market share was achieved.

employment history

- **2019**
your company?
- **2016**
new star media / cloudstream technology
lead designer and project manager
- **2010**
nsi ltd (group)
director of group operations
- **2008**
nsi ltd
project manager
- **2006**
nsi (holdings) ltd
lead designer
- **2004**
freelance
web designer

primary positions held

project management and business operations

small/large scale project management. complete control over internal and external projects, business and product dev, analysis, partnerships and acquisitions.

frontend development and ux/ui design

analytical, business-minded and goal focused design. i create intuitive and engaging experiences for products and services for any type of audience.

marketing and promotional

from creating new brands to taking existing brands and taking them to new heights, i have managed campaigns online and via traditional advertising.