

# JESSE D. MATLOCK, CSM

Ambitious, Self-Motivated, Broadly Skilled

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North Texas, USA

Versatile and **high-capacity professional** with a **broad skillset spanning marketing, project management, digital content, operations, and UX**. As a **Certified Scrum Master** and former Director of Operations, I bring a unique blend of **technical fluency**, creative problem-solving, and people-focused leadership. My background includes leading **multi-channel marketing campaigns**, redesigning e-commerce experiences, building operational systems, and coordinating large-scale events and teams.

I thrive in fast-paced environments and am **passionate about clear communication**, visual storytelling, and brand consistency. From launching targeted email campaigns and online content to managing web updates, training programs, and onsite experiences, I bring **initiative, adaptability, and a deep commitment to quality**.

## HIGHLIGHTS AND SKILLS

**Marketing & Content Creation:** Experienced in creating media content, email campaigns, event marketing, and branded messaging.

**Digital Tools:** Skilled with CMS/CRM platforms, Mailchimp, Google Workspace, and web development (HTML/CSS/JS).

**Event & Program Coordination:** Managed logistics for events with 500+ guests; led training and launch events across multiple states.

**Website & UX Development:** Delivered full-scale e-commerce redesigns, front-end development, and user journey mapping.

**Operations Leadership:** Built internal systems to improve efficiency, trained large teams, and led cross-functional initiatives.

**Communication:** Strong writing, editing, and presentation skills with a focus on clarity, accessibility, and brand alignment.

## WORK EXPERIENCE

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### **CAMP ADMINISTRATOR**

May 2023 – October 2025

Camp Realife - Marianna, Florida

- Led Operations & Projects: Managed IT systems including Google Workspace, NAS servers, and user access; oversaw seasonal logistics and staffing for 50+ team members supporting 8,000+ annual guests.
- Streamlined Workflows & Systems: Designed and maintained 40+ advanced web forms with payment integration and automated outputs, improving both internal processes and public-facing registration experiences.
- Improved Food Service Operations: Led enhancements in food service and inventory systems, increasing efficiency, traceability, and compliance across daily operations.

### **USER EXPERIENCE & FRONT-END DEVELOPER**

May 2020 – May 2023

Loeb Equipment, Other Organizations

- Led full-scale UX redesign of a 40,000+ SKU e-commerce site, improving UI responsiveness and reducing support tickets tied to navigation confusion.
- Delivered technical support and maintenance for company websites, internal systems, and e-commerce integrations.
- Increased lead conversion via implementation of a custom chatbot and optimized user inquiry flow.

### **DIRECTOR OF OPERATIONS**

October 2019 - April 2020

High Performance Restoration

- Designed and implemented a company-wide metrics and field data system; trained team in software usage and interpretation.
- Provided technical and process support to sales, field, and office teams, bridging operations with CRM tools and internal dashboards.
- Recovered over \$200K in past-due accounts using organized systems and timely follow-ups.

### **MINISTRY DIRECTOR**

June 2015 - June 2018

Christ Fellowship Church

- Launched and managed a café experience serving 500+ guests weekly; led turnaround to profitability after a decade of losses.
- Doubled revenue via new offerings and launched a commercial catering program, scaling service to 500+ person events.
- Oversaw vendor negotiations, staff hiring, and daily operations.
- Provided technical support for POS systems, brewing equipment, and digital signage across the café and catering operations.

## **USER EXPERIENCE ENGINEER**

April 2013 - August 2015

WatchGuard Video

- Coordinated with the CEO to design the applications User Journey
- Diagnosed usability issues; became UX Advocate for the organization
- Internal UX consultant and front-end developer for enterprise software products.
- Worked directly with leadership to map user flows, identify UX pain points, and implement interface improvements.
- Handled front-end engineering tasks: HTML, CSS, JS, and UI consistency standards.
- Delivered usability presentations and documented technical design recommendations.

## **ADJUNCT INSTRUCTOR**

September 2012 - January 2013

Clark College

- Developed and taught college-level web development curriculum, with emphasis on hands-on coding, user testing, and iterative design.
- Oversaw student-led digital projects with real clients, providing code review and technical feedback.
- Co-authored classroom sessions and directed consumer-facing collaborations
- 25% Of the class graduates went on to start their own business in web design

## **PROGRAMS DIRECTOR**

July 2011 - August 2012

Walnut Grove Church

- Directed Youth Programs and successfully doubled overall attendance within 1 year
- Recruited, and trained, my replacement in collaboration with Senior Pastor
- Recruited and trained volunteers, managed youth events, and supported media and AV systems used in services and presentations.
- Created content, coordinated logistics, and ensured smooth operation of youth services.

## **CO-OWNER / ROAST MASTER**

January 2006 - August 2008

Revive Coffeehouse

- Redesigned and remodeled interior space to increase occupancy to 150+ and reduce customer wait times
- Batch roasted 100 lbs. Per week of Specialty Grade coffee for retail and wholesale consumption
- Collaborated with local college extension campus to host music and art festivals

## **SENIOR SALES TRAINER**

February 2004 - January 2006

Verizon Wireless

- Fast-tracked from Assistant Manager to Senior Trainer within a year.
- Designed sales playbooks that improved accessory revenue by 25% region-wide.
- Trained sales and management staff across 4 states, throughout the West region
- Trained management and sales reps on CRM use, product systems, and internal tools to support customer needs.

## **EDUCATION**

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**Certified Scrum Master**

C.O.I.C Business Intergovernmental Course Graduate

GIFTed Sales Training Certification

Multiple Sales, Management and Agile Development courses

Board of Directors for Non-Profit focused on supporting youth and family outreach

Regularly support local businesses with Pro-Bono Marketing and Design services

## **RELATED TECHNICAL SKILLS**

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User Experience Design (UXD), Information Architecture, Adobe Illustrator, InDesign, xD, WordPress Development, CMS Development, HTML4/5, CSS3, jQuery, JavaScript, PHP, MySQL, Advanced Custom Fields ACF, Agile Development, User Interface Design, Content Management, SEO and Social Media Optimization, Proficient in Microsoft Office, Google Workspace and Adobe Creative Cloud apps.

Soft Skills: Empathy, Communication, Adaptability, Leadership, Data Analysis, Flexibility, Time Management, Problem-Solving, Motivation, Focus, Integrity, Commitment to Excellence, Results-driven and an Avid Learner.