

MATTHEW RANFORD

WEB PRODUCER | CMS SPECIALIST | FRONTEND DEVELOPER

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CMS & Deployment

- Duda
- WordPress
- Webflow
- Domain setup
- DNS configuration
- Website publishing workflows

Frontend & Design

- HTML
- CSS
- JavaScript
- React / Next.js
- Tailwind
- Figma
- Canva

Test & Optimise

- Cross-browser testing
- Mobile responsiveness
- SEO redirects
- Google Analytics 4 (GA4)
- Google Tag Manager
- Google Search Console
- Salesforce (workflow/CRM integration)

Website Production Improvements (Duda)

- Built a GSAP animation concept prototype to demonstrate advanced interaction possibilities to CX - later implemented on one of the live websites (**Before / After**)
- Website re-design based on CX and client feedback (**Before / After**)
- Re-designed dynamic collections gallery, functionality and design (**Before / After**)

About me

Web Producer and CMS Specialist with hands-on agency experience delivering and maintaining client websites at scale. I work across the full website lifecycle — from DNS configuration and go-live deployment through to responsive layout fixes, SEO redirects, and cross-browser QA. What sets me apart is a willingness to go beyond the brief: I've contributed to creative redesigns, built a GSAP animation prototype that showcased animation possibilities which made it into production, and regularly act as a technical escalation point across design and development. Backed by a full-stack bootcamp and proficiency in React, Next.js, and Tailwind, I bring both the technical grounding and the creative instinct to deliver websites that actually work well.

Experience

Web Producer

March 2025 - July 2026

Localsearch - Gold Coast

- Delivered frontend updates, layout fixes, and QA across dozens of client websites per week using Duda CMS
- Managed the full go-live process including domain connections, DNS configuration, and deployment across Synergy and AWS
- Implemented SEO best-practice 301 redirects during site launches and migrations
- Performed cross-device and cross-browser QA testing, resolving layout and functionality issues across desktop and mobile breakpoints
- Acted as a key technical escalation point for redesigns, frontend changes, and backend bug fixes across the team
- Contributed creative input to website redesigns alongside delivery — including a GSAP animation prototype later implemented in production
- Collaborated daily with CX, designers, and developers to align technical execution with client outcomes
- Configured Google Tag Manager containers and integrated GA4 tracking across client websites, verifying data accuracy via real-time reporting

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Human Skills

- Creative problem-solving across design and development — contributing to redesigns beyond a pure technical role
- Cross-functional communication with CX, designers, and developers to align on client outcomes
- Adaptability to shifting processes, tools, and client requirements in a fast-paced agency environment

Education & Certs

• Dev Academy Aotearoa

NZ certificate in Applied Software Development (Level 6)
August - December 2023
Wellington, NZ

• Udemy

Web Design: from Figma to Webflow
Feb 2025

Language

English

Experience Continued

● Freelance Web Development

December 2023 - March 2025

Attention to Detail Decorators - <https://atd-decorators.co.nz/>

- Designed and developed a production website using React, Tailwind, and Framer Motion
- Delivered SEO-ready structure and responsive layouts
- Collaborated directly with client from concept to launch
- Designed brand identity and logo alongside site implementation
- Improved usability through iterative layout refinement

● Painter/Decorator

Feb 2024 - March 2025

Attention to Detail Decorators - Wellington, NZ

- Full-time painting and decorating role

● Full-time Study

August - December 2023

Dev Academy Aotearoa

- Completed an 800-hour, full-time immersive bootcamp focused on full-stack development and human skills.
- Gained proficiency in HTML5, CSS, JavaScript, React, Node.js, Knex, SQLite3, and more.
- Engaged in pair programming, Agile methodologies, and group projects to simulate real-world development environments.

● Earlier Professional Experience

MBIE, New Zealand Government - Immigration Officer

- Delivered high-accuracy decision-making within policy frameworks while managing sensitive documentation and stakeholder communication.

Finishing Touch Landscapes - Landscaping/Snow Removal

- Worked in team-based, client-facing roles requiring adaptability, time management, and practical problem solving across varied project environments and weather conditions.

● For a detailed list of all my professional experiences, please see my LinkedIn.

Reference

Professional references available on request