

# MATT HUTAFF

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## EXPERIENCE

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**Scripps College** – [www.scrippscollege.edu](http://www.scrippscollege.edu) 2006-present

*Webmaster*

- Built college's first new web site since 2003 using dynamic design and programming elements; redeveloped site's entire look.
- Built searchable database of press releases, media articles, and alumnae magazine pieces.
- Introduced new elements to the site, including information about the campus, athletics, and video and audio feeds.
- Coordinated with photographers and graphic designers to provide visitors a visually immersive introduction to the college.
- Duties also include writing for alumnae publication *Scripps Magazine* and taking photographs for print and web as needed.

**Layme Duck Consulting** – [www.laymeduck.com](http://www.laymeduck.com) 1997-present

*Founder, Web Developer*

- Develop, design, implement and update client sites.
- Create search engine strategies to increase page rankings.
- Create back-end information architecture systems for data-driven forms and web pages.

**MetaTaggers/Bonfire Marketing** – [www.bonfireonline.com](http://www.bonfireonline.com) 2005-2006

*Web Developer, Project Manager*

- Develop, design and update client web sites.
- Optimize content for search engine rankings.
- Coordinate with developers to determine web compatibility requirements.

**The Simon Magazine** – [www.thesimon.com](http://www.thesimon.com) 2001-2007

*Political Columnist - "Canon Fodder," Editorial Board*

- Bi-weekly political column comments on contemporary social and political issues.
- Write editorials on breaking national and international news coverage.
- Columns have been reprinted in newspapers, government reports and books.

## EDUCATION

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University of Southern California – Annenberg School for Communication

- B.A., Print Journalism, May 1999. Minor in Cinema-Television.

## ACTIVITIES AND AWARDS

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- Editor-in-Chief, Columnist, *Tommy Magazine*, 1998, 1999.
- Winner, Art Buchwald Award for Satire, 1998, 1999.
- Editor, Columnist, *Daily Trojan*, 1995-1998.

## SKILLS AND INTERESTS

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- Highly proficient in HTML, CSS, ASP, database-driven sites (Access, mySQL), CMS; browser cross-compatibility. Microsoft Office. Dreamweaver. Adobe Photoshop, ImageReady, PHP. Mac/PC.
- Interests include hiking, ancient civilizations, government, online journalism.