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# MATTHEW LUDWIG | LUDWORKS LLC

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[ludworks.com](https://ludworks.com) [psoriasisdiary.com](https://psoriasisdiary.com) [mexicoonmymind.com](https://mexicoonmymind.com)



Online Business Development, Website Design, SEO, Video Production, Marketing

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## Summary

My passion is in training and coaching others and directing leadership teams and operations (project) management. I feel at ease leading project development and the necessary professional correspondence. I can speak to programmers as well as I can speak to salesmen. I am excellent at turning ideas into operations. I understand marketing online very well. I work by the code "An idea is only as great as the operation you implement to drive it."

I want to explore these strengths in a technical and informational team environment that requires me to grow as a leader. I always find a solution, no question is without a constructive answer. This is why I love to learn. The more I learn, the less I know and that inspires me. I'm passionate about driving one's full potential to kinetic action day-in and day-out.

I have a decade of experience designing themes and integrating plug-ins in WordPress across clients' and my own businesses. I have created hundreds of WP websites across dozens of industries. I have worked with Google Analytics since it first launched and built an SEO business from the ground up over a span of five years. I then built an *online business design* firm from scratch from 2015 - present.

I have managed social media campaigns across Facebook, Instagram, and YouTube for my passion businesses. I know how to grow and nurture an audience across social media platforms.

I'm a self-driven entrepreneur equally comfortable in virtual and physical office spaces.

**I look forward to learning more while driving results.**

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## Work Experience

Sep 2015 - Present

Video Filming, Editing, Production & Marketing

*Virginia Tech and Virginia Cooperative Extension funded by USDA grants*

I film videos that cover growing, manufacturing, distribution and retail in the food industry of Virginia. I film with two cameras, stand and wireless lapel microphones. I am in charge of directing, sound editing, clipping and noise reduction using Audacity. I cover all aspects of post-production, optimization and distribution. I work with professors and students at Virginia Tech shoulder to shoulder in the creative process to deliver videos that are crucial for their outreach programs in extension. This work is ongoing as more grant funding comes in based on the success of our work to date. I just completed a project in January 2023 consisting of 5 videos showing growers how to build a business plan, systems, operations and marketing highlighting case studies with successful business owners.

Oct 2012 - Present

Coach, Community Leader & Internet Marketer

*Psoriasis Healing Warriors*

To overcome a chronic dis-ease known as Psoriasis, I created a natural healing practice at home and began writing a blog and creating YouTube videos. I had no idea what would come of that and it has become a movement of natural healing. I have an audience of about 30,000 active people who follow and implement my work in their own lives. My email list is 7,000+ targeted people. My YouTube channel has 3,500+ subscribers. My Facebook Group has over 17,000+ members, my Facebook Page has 6,000+ likes and my Instagram following is 2,000+. I use *Infusionsoft by Keap* email marketing automation software to grow and nurture my email list. I use WordPress capture pages and forms to optimize conversion. I am building a paid wellness membership model now. **This work is my purpose in life, my true calling.**

Aug 2009 - Present	<p>Search Engine Optimization (SEO), Website Design, eCommerce Development, Email Marketing Automation using Keap (Infusionsoft), Google Business (Local SEO)</p> <p><i>LUDWORKS LLC - Creator / Owner - ludworks.com</i></p> <p>I developed the business and client-base. I ran project management and relations for over twenty clients concurrently. At peak I billed \$20,000-\$30,000 monthly for recurring SEO and design services. I managed outsourcing of project work and new account sales. I created many different designs using WordPress mobile ready themes. When Google fundamentally changed the landscape of organic search starting in 2012, I liquidated the SEO division as the margins were stripped. I have since reopened SEO consulting practice the past five years as Google's search AI becomes more human-friendly. I understand the evolution of SEO and where it is today very well. I focus mainly on mobile-responsive, optimized, professional WordPress theme design and supported hosting for clients currently. I have many examples of my work below.</p>
2006 - 2009	<p>Website Analytics</p> <p><i>Strategic Group</i></p> <p>Built an online website visitor analytic business from scratch. Providing value to existing customers and closing large corporate accounts with well prepared sales presentations. Tracking marketing effectiveness and conversion. A thorough understanding of Google Analytics and measuring search results. I have utilized Google Analytics to drive conversion for dozens of websites over the past decade.</p>
2004 - 2006	<p>Operations Management, Marketing, SEO, Customer Relations</p> <p><i>Find Vacation Rentals (www.findvacationrentals.com)</i></p> <p>Ran the day to day operations, handled sales and retention of customers. Listing development and search engine optimization. I also self-taught SEO strategy and implemented what I learned into the marketing campaigns.</p>
2001 - 2004	<p>Adobe Photoshop Image Work &amp; E-Commerce Platform Management</p> <p><i>Buychoice</i></p> <p>As an intern I self-taught Adobe Photoshop and worked with image adjustment for thousands of products. I also utilized the e-commerce platform, worked in email and phone based customer service. I am very proficient now in Adobe Photoshop and have a strong eye for graphic design.</p>
2000 - 2005	<p>B.S. in Decision Information Sciences / minor in Geographical Information Systems</p> <p><i>University of Florida</i></p> <p>This education was focused in Internet business marketing and development with a general understanding of business functions, accounting, finance, operations and marketing. The minor in GIS gave me an understanding of geographic, demographic and psychographic targeting for audience development across industries.</p>

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## Design & Development Portfolio

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Website Design, Business Development, Email Marketing Automation using Infusionsoft, Brand Building in Search and Social Media. Podcast production, Google metric analytics, Customer Relationship Management. Facebook Page and Group management

### My Online Businesses I Have Designed & Developed

- <https://ludworks.com>
- <https://www.mexicoonmymind.com>
- <https://www.healingwarriorradio.com>
- <https://phwarrior.com>
- <https://phwarrior.com/donate>
- <https://phwarrior.com/coach>
- <https://www.psoriasisdiary.com>
- <https://www.vitalitar.com>
- <https://www.americaninsuranceexpats.com>
- <https://tulumcondos.com>

Website Design & Development, eCommerce Webstore Development, Search Engine Optimization (SEO). Photography, Videography and Photoshop work. Web hosting and security. Traffic generation, lead development, visitor conversion. Payment form development

### My Website Design, Development & SEO Client Projects

- <https://www.rockwoodpacific.com>
- <https://www.calshoremangement.com>
- <https://island-outboards.com>
- <https://www.rml-construction.com>
- <https://www.actionhosesupply.com>
- <https://www.hiddencreekfarmllc.com>
- <https://www.philipmoonwalker.com>
- <https://novilabs.com>
- <https://www.fdrsinc.org>

- <https://tulumcondos.com>
- <https://www.tulumnow.com>
- <https://www.youtube.com/user/PsoriasisDiary/videos>
- <https://www.facebook.com/PsoriasisHealingWarriors>
- <https://www.facebook.com/groups/HealingPsoriasisWarriors/>
- <https://www.instagram.com/psoriasishealingwarrior/>

- <https://www.summit-renovations.com>
- <https://www.selling-solutions.net>
- <https://www.sycamoregroveva.com>
- <https://www.kumbahillsfarms.com>
- <https://www.quintanaroots.com>
- <https://www.cedarshadefarm.com>
- <https://www.ominthepark.com>
- <https://www.inthehoodmedia.com>
- <https://www.peirceconsulting.com>

## Video Production Portfolio

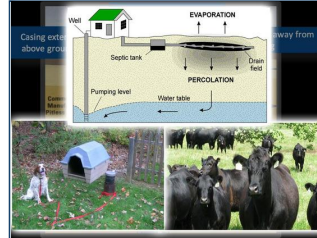
These are videos I have filmed, edited & produced.



Surrey Hill Austin Real Estate



Polyface Farm Interview



Well Testing in Virginia

