

# MARKETING PORTFOLIO

Website Development Projects

[mdb2bmarketing.com](http://mdb2bmarketing.com)



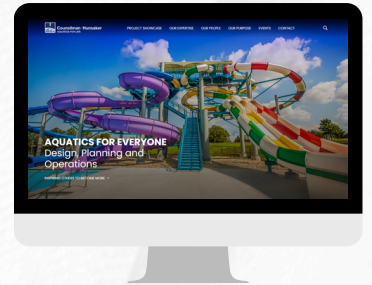
**MATT BALL**  
Marketing Professional

Highly adaptable, data-driven marketing professional with over 15 years of business experience and 7+ years in marketing, brand strategy, and marketing technology management.

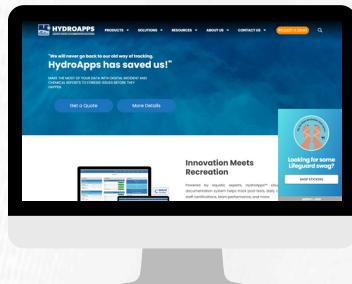
## COUNSILMAN-HUNSAKER WEBSITE

[councilmanhunsaker.com](http://councilmanhunsaker.com)

In 2019, Councilman-Hunsaker embarked on developing a new website to replace the old site, which was almost 8 years old. As Marketing Director, I oversaw the writing of the RFP and vendor selection. After holding interviews, the company selected Orange Design as the new website developer. Acting as the primary client contact for the development team, I led our internal team on development and design decisions. The project took 7 months to complete, and the new site was launched in April 2020. Post-launch, I acted as the primary website administrator and contributed directly to the majority of the web pages and copy on this site. The site was also originally set up with e-commerce to sell HydroApps products online before HydroApps spun off as a subsidiary LLC. Of note, upon inspecting the site code, you'll observe that several of the CSS classes bear my initials, "mdb", as I coded these classes post-development for various purposes. Learn more in my deep-dive.



- May 2019 - April 2020



- May 2021 - Aug 2021

## HYDROAPPS WEBSITE

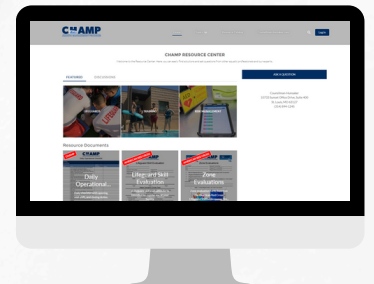
[hydroapps.com](http://hydroapps.com)

HydroApps, LLC is a subsidiary company of Councilman-Hunsaker that sells an eponymous B2B SaaS product that launched in 2017. The company spun off at the start of 2021, but its content lived on Councilman-Hunsaker's website. In April 2021, HydroApps decided to develop its own website. Once again leading the development team at Orange Design, we created the new website in a project that took 3 months to complete. The original version of the new HydroApps website closely mirrored the Councilman-Hunsaker site, but HydroApps began to desire a unique look and feel. As the administrator for the new website, I made updates and changes to the site and theme templates, coding many new pages directly in HTML, and many CSS classes bear my initials, "mdb". The website also utilizes e-commerce, powered by WooCommerce, for the sale of one of its products.

## RESOURCE CENTER

[champresourcecenter.com](http://champresourcecenter.com)

One of Councilman-Hunsaker's service channels sought to develop an online resource center for their customers. As the direct developer, I worked with department leadership on the requirements and scope for the site, which was built on Salesforce Digital Experiences in a span of 5 weeks. Additionally, I wrote the web page copy for this site, and the marketing team purchased the champresourcecenter.com domain to provide customers with a friendly URL that redirects to the Salesforce Experiences site.



- June 2022 - July 2022



- Feb 2023 - Apr 2023

## COUNSILMAN-HUNSAKER STORE

[councilmanhunsaker.store](http://councilmanhunsaker.store)

Councilman-Hunsaker was seeking philanthropic ways to give back to its industry's community. We noticed that we were receiving multiple requests from clients and prospects to purchase promotional stickers that we were giving away at conference trade shows. We decided to create a site to sell the stickers online with the proceeds going to an industry not-for-profit partner. One of the service channels was also looking for a way to sell and register customers for professional development courses. I directed and oversaw the creation of the website, storefront, and domain purchase, and I contributed directly to web pages and the copy on this site.