

Mathieu Landretti

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Summary

Web professional with over 5 years of experience building the online presence and digital profile of small businesses, authors, and politicians at the state and local level. Experience working with groups of people from diverse business, educational, and ethnic backgrounds, providing them advice and technical support to complete long-term, web-based projects.

Experience

Sole Proprietor

Roseville, MN and Montréal, QC

Web and Marketing Consultant

2020 - Present

Provide web design, IT, social media, and marketing services for small businesses, authors, political campaigns, and local politicians.

- Help organizations choose the most effective tools for their technological needs, such as hosting providers, content management systems, and email marketing systems.
- Design business cards and flyers as well as dozens of email campaigns and landing pages; created and maintain over a dozen websites for various organizations.

Atwater Library and Computer Centre

Montréal, QC

Education Program Coordinator

2024 - 2025

Developed course curriculum, facilitated private instructions, taught courses, and co-ran drop-in tech help sessions for the Digital Literacy Program at the Atwater Library and Computer Centre.

- Proof read, modified, and updated course manuals for Web Design Basics, Graphic Design Basics, Introduction to Cyber Security, Verifying Information Online, Introduction to Excel, and Intermediate Excel.
- Developed several in class exercises and reference materials for Graphic Design Basics, Introduction to Web Design, Introduction to Excel, Intermediate Excel, and Advanced Excel.
- Facilitated the Peer Café, a free, weekly 2 hour Zoom meeting for community members to discuss technical issues, digital literacy, and related subjects.
- Taught several courses including Photo and File Management, Introduction to Cyber Security, and Introduction to Windows 11.

- Co-ran and organized the library's bi-monthly drop-in tech help seminars by managing a small team of 4-5 volunteers deliver digital literacy coaching to community members.
- Facilitated several private instructions with clients.
- Managed the Digital Literacy Program's media cart by updating software, tracking inventory, and troubleshooting issues with the program's iPads, Android Tablets, MacBooks, and Laptops.
- Developed a templating and version control system for Digital Literacy Program support materials.
- Drafted library resources and policy on the ethical and appropriate uses of AI tools for volunteers, facilitators, staff and patrons.

Green Science Solutions

Little Canada, MN

Website Administrator

2020 - 2024

Provided website administrative tasks and create marketing materials related to green and sustainable cleaning technologies.

- Maintained and administered the company website, mail server, and cloud storage.
- Assisted in maintaining the company's social media accounts and marketing materials.
- Wrote copy for the company's social media posts and website blog.
- Periodically helped the service technicians install, service, and test machinery.
- Wrote grant proposal to secure funding for sustainability projects in small public schools located in greater Minnesota.

Elemental Scientific

Little Canada, MN

Inventory Manager

2016 - 2024

Managed an inventory of over 3,000 unique items including laboratory equipment, glassware, and chemicals for a wide base of customers.

- Developed and maintained the website's product catalog and online store.
- Managed shipping and receiving for laboratory equipment, chemicals, and glassware. Knowledgeable about shipping restrictions for hazardous materials.
- Coordinated freight shipping for large and delicate equipment such as centrifuges and autoclaves.
- Assisted customers in selecting laboratory equipment, chemicals, and glassware.

- Helped the company transition away from retail operations by cataloging, packaging, and then transferring inventory to our off-site warehouse.
- Conducted marketing campaigns for sales, auctions, and customer surveys.
- Coordinated online auctions to liquidate surplus inventory.
- Trained and managed new employees on retail, inventory, and auction procedures.

BME Lab and Science

Little Canada, MN

IT Manager

2016 - 2024

Provided IT and marketing services for a laboratory service provider.

- Administered company website, mail server, social media accounts, local network, and cloud storage.
- Properly disposed of e-waste by coordinating with local recycling centers.
- Assisted in designing business cards, sell sheets, and other marketing materials.
- Periodically attended service calls with trained professionals to assist with cleaning microscopes, servicing autoclaves, and installing enclosures.
- Developed Flutter application to help service technicians track installed parts and service history.

Saint Paul College Community and Technical College

Saint Paul, MN

Peer and TRIO Tutor

2019 - 2020

Tutored a diverse group of students in Introductory Algebra, Intermediate Algebra, College Algebra, Pre-Calculus, Trigonometry, Calculus I-IV, Introductory Statistics, Interpersonal Communication, Microsoft Office Suite, and Computer Literacy.

- Helped students problem solve, develop critical thinking skills, and build effective study habits in addition to clarifying assignments.
- Fostered a safe learning environment for nontraditional students, including immigrants, English language learners, and returning adult students.
- Documented student progress and hours tutored.
- Ran semester-long interpersonal communication study group with 5-10 students.
- Attended multiple workshops on how to be a more effective and helpful tutor.

Ramsey County Elections

Roseville, MN

Election Judge

2016 and 2017

Served as an election judge for my local precinct in the 2016 and 2017 general elections.

- Prepared ballots and voting stations at the polling station.
- Greeted and educated voters on the current election and ballot measures, as well as instructed voters on how to properly fill out their ballots.
- Helped voters navigate the polling station.
- Helped disabled and elderly voters successfully complete their ballots.

Volunteering

ASIS&T McGill Student Chapter

Montréal, QC

Master's Student Representative

2024 - Present

Promote ASIS&T events and opportunities to students in the MIST program.

- Attend chapter planning meetings.
- Help coordinate, plan, and set up chapter workshops, events, and panel discussions.
- Promote chapter workshops, events, and panel discussions to MIST students.

Atwater Library and Computer Centre

Montréal, QC

Computer Centre Volunteer

2024 - Present

Oversee the help desk and assist library patrons in the computer centre.

- Sign patrons into library computers and work stations.
- Print copy, scan, and print documents for patrons.
- Assist my supervisor in keeping a neat, quiet, and safe environment for patrons of the library.
- Occasionally help patrons with technical problems including issues with word processing or accessing internet resources.
- Use a point of sale system to track patron's prints, copies, scans, and computer usage.

Ramsey County Leaders in Training Program

Roseville, MN

Harriet Alexander Nature Center Volunteer

2013 - 2014

Assisted in running the Nature's Kitchen, a summer day program for children aged K-6 focused on teaching participants about edible plants and the impact of invasive species on the environment.

- Assisted the course instructor in daily administrative tasks such as setting up the classroom, prepping daily activities, and maintaining a neat, safe environment for participants.
- Assisted the course instructor in leading activities and encouraging group participation.
- Attended several training seminars by the Ramsey County LIT program on how to be a more effective and confident volunteer.

Tools and Technologies

- **CMS:** WordPress, WooCommerce, Magento, Hugo, Jekyll.
- **CRM:** Hubspot, Mail Chimp, Email Octopus.
- **Web Administrative Tools:** Apache, cPanel.
- **DBMS:** MySQL, MariaDB, Supabase.
- **Operating Systems:** Windows: 7,10,11; Linux: Debian, Ubuntu, Arch.
- **Productivity Tools:** Microsoft Suite: Word, Excel, Outlook, Access, PowerPoint, Teams, SharePoint, Powerautomate, Bookings; Quckbooks; Canva; GitHub.
- **Programming Languages:** R, Dart, Python, SQL.
- **Markup Languages:** HTML/CSS, XML, L^AT_EX, Markdown.

Awards

- First Place Award with my team, AMATYC Student Research League, 2020.
- American FFA Degree, National FFA Organization, 2019.
- Mu Alpha Theta Scholarship, Mu Alpha Theta, 2019.
- LIFE Rank, Scouts of America, 2015.

Education

Master of Information Studies (MIS), Expected 2026

McGill University

Ongoing coursework in information system design, data mining, and information security.

Bachelor of Arts (BA), mathematics minor in computer science

University of Minnesota Twin Cities, 2023

Coursework in real analysis, abstract algebra, combinatorics, dynamical systems, linear algebra, and algorithms.

Associate of Science (AS), data science

Saint Paul College, 2020

Coursework in database management, statistics, data structures, computer architecture, R, Python, and Java.