TECHNOLOGY EDUCATION · DIGITAL INCLUSION · MARKETING OPERATIONS

MATTHEW MCCLUSTER

Technology Education · Digital Inclusion · Marketing Operations

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Computer Science student at Southern Connecticut State University with hands-on experience across technology support, user training, digital outreach, public programming, web operations and media production. Founder of **McCluster Corp** and developer of **PRIM3**, a free technology and cybersecurity learning project using the PRIM Method - Principles, Rhythm, Immersion and Missions. Brings a practical combination of technical fluency, plain-language learner support, community-facing communication and creative execution.

CORE FIT FOR DIGITAL INCLUSION & TECHNOLOGY PROGRAMS

Instruction & learner support: User training, plain-language troubleshooting, technical onboarding, documentation and learner-facing technology design.

Digital inclusion & IT support: Windows and macOS endpoints, Microsoft 365, Active Directory, Google Workspace, device setup, access, printers, VPN, email and connectivity.

Technology learning: Built the architecture for PRIM3's 66-module technology/cybersecurity path, with curriculum mapping to CompTIA Security+ SY0-701 and Network+ N10-009 objectives.

Marketing & outreach: Social platforms, public communication, content planning, community contact workflows, campaigns, live streaming and audience engagement.

Web & media: Website and digital-experience work, HTML/CSS/JavaScript, photography, videography, content production and public-facing digital assets.

Program operations: Cross-functional collaboration, stakeholder communication, event/program support, workflow improvement and evidence-oriented documentation.

RELEVANT EXPERIENCE

2025 TO PRESENT

Founder / Digital Program Operator

McCluster Corp · Connecticut

- Develops PRIM3, a free technology and cybersecurity learning project built around Principles, Rhythm, Immersion and Missions.
- Built the course architecture for a fixed 66-module learning path that maps instructional material to CompTIA Security+ and Network+ objectives while keeping conventional instruction separate from reinforcement media.
- Builds and operates public web properties, program workflows and digital systems supporting educational, civic and community-facing projects.
- Creates technical documentation and translates complex systems into public-facing explanations and usable workflows.

2021 TO 2026

Digital Marketing & Outreach Platform Manager

F.R.E.E.D.O.M. Inc. · Bridgeport, Connecticut

- Managed digital platforms used for outreach, marketing, customer communication and public engagement across Facebook, Instagram, YouTube and LinkedIn.
- Organized content, announcements, event updates and community contact workflows for public programming.
- Coordinated live streaming, recording and media production for weekly public programming.
- Supported staff with platform access, posting, technical issues and digital workflow needs, and moved traditional outreach processes onto modern digital systems.

FEBRUARY 2024 TO APRIL 2024

Creative Director

The WorkPlace · Connecticut · Client project: Onyx Elite LLC

- Led website and digital-experience work while directing collaborators and reviewing creative deliverables.
- Directed photography, videography and content production for event and campaign work.
- Contributed to marketing strategy, content planning, social-media campaigns, prospect development and digital operations.
- Worked directly with leadership and clients to translate business needs into visual, web and campaign deliverables.

2021 TO 2023

Infrastructure Associate · Data Center & Network Systems

IPC Systems · Fairfield, Connecticut

- Supported data-center infrastructure, Cisco networking, Windows/Linux servers, structured cabling, hardware deployment and business-critical technical operations.
- Worked across technical and operations teams in an enterprise environment requiring clear communication, documentation and reliable follow-through.

2018 TO 2021

Desktop / IT Support Technician

Robert Half · Norwalk, Connecticut

- Provided customer-facing support for hardware, software, desktop, laptop, access and connectivity issues.
- Communicated technical information clearly to non-technical users and supported technology rollouts, workstation setup and user training.

EDUCATION & CREDENTIALS

Southern Connecticut State University: B.S. Computer Science, first-year undergraduate, enrolled; expected May 2030.

CompTIA ITF+: Certification earned December 1, 2022.

IT Bootcamp Certificate: CT State Community College (Housatonic), September 20, 2023.

SELECTED PROGRAM & PORTFOLIO EVIDENCE

PRIM3: Free technology/cybersecurity learning project with a 66-module curriculum architecture and learner progress system.

Onyx Elite: Creative-direction case study covering website, photography, video and campaign production.

McCluster engineering record: Public evidence pages covering IT support, infrastructure and platform work.

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