

MATT MARTINEZ

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SUMMARY OF QUALIFICATIONS

- Data driven SEO & SEM strategist with agency and independent client work experience for 2+ years using platforms like Google Ads & Analytics, LinkedIn, AdRoll, & more
- Skilled B2B and SaaS marketer enabling clients in a variety of industries to capture and nurture leads through a 90+ day sales cycle with inbound and remarketing efforts
- Marketing automation platform specialist with HubSpot, Marketo, and Pardot experience
- Inbound growth oriented with strong copywriting, asset creation, and blogging skills
- Front end Wordpress developer with skills in page optimization, UX/UI, and basic HTML and CSS to encourage higher conversion rates

EDUCATION

Organizational Communication, CSU Channel Islands, Camarillo, CA

C/O 2021

- **Digital Media Art**, Certificate

EXPERIENCE

SEO & PPC Specialist, Vonazon, Inc. (Sales & Marketing Agency)

May 2018 - Present

- Spearheaded development of SEM department by creating base reporting documents with Google Data Studio, developing the PPC pricing model, standardizing internal operations, and educating a team of 5 to grow the PPC department
- Utilize multivariate testing methods with copy and design, all meticulously tracked using UTMs, and Google Analytics to provide in depth reporting month to month
- Ability to multitask; managing 6+ clients and \$100k+ in ad spend, each with multiple search campaigns, social and Google display ads, and remarketing efforts
- Strong keyword and competition strategist, using SEMrush, Google Trends, and other tools to identify gaps in client markets and identify profitable keyword themes

Marketing Intern, Vonazon, Inc. (Sales & Marketing Agency)

- Conducted market research to build buyer personas and multichannel marketing strategy
- Developed multiple lead nurture and drip campaigns including copywriting, cadence, marketing automation, and asset creation in association with inbound marketing efforts

Marketing Consultant/ Marketer on Demand, Independent

January 2018 - Present

- Provide strategic consulting, training, or management for all paid advertising efforts
- Design, develop, build, and manage Wordpress websites using Divi page builder

ACHIEVEMENTS & PROFESSIONAL SUCCESS

- For clients in the financial industry - stepped in to increase CTRs to 11% above the industry average, conversion rates of 10% on average, and lowest bounce rates for PPC
- Developed an ERP client partnership PPC strategy resulting in a reduced CPA from \$5000+, to under \$200 and the most MQLs from paid search since company inception
- Successful creation and development of multiple organizations including Givi Media, mattlmartinez.com, and the Push Project