

## MATT FITZPATRICK

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Marketing professional, specializing in content marketing and brand management through digital channels including social media, digital publishing, search, and email. Expertise in development of strategy, content creation (copy, photography, and video) and analysis of campaigns. Develops unique opportunities for brands to cultivate their voice while keeping market and scope in mind. Adapts to changing targets, trends, and tech.

### EXPERIENCE

#### **DIGITAL MARKETING COORDINATOR, SAINT LOUIS UNIVERSITY, ST. LOUIS, MO** *JANUARY 2014 - PRESENT*

- Lead digital marketing, content, email, and social media campaigns for the John Cook School of Business.
- Implemented content marketing strategies and calendars. Organically increased audience 40% and reach 85%.
- Create and manage content for digital channels, including blogs, press releases, infographs, and video content.
- Increased site traffic by 20% year to date, with peak increases in social, email, and organic search traffic.
- Introduced social media to our digital marketing spend. Implemented Facebook and LinkedIn promoted posts, gained above average interactions and click-through-rates, and tracked conversions for our MBA program.
- Manage employees and vendors, work with both internal teams and outside agencies to expand efforts.
- Maintain digital brand standards and website, focus on content accuracy, SEO, and conversion analytics.

#### **ACCOUNT / MARKETING MANAGER, THE ABLE FEW, ST. LOUIS, MO** *NOVEMBER 2012 - NOVEMBER 2013*

- Managed marketing for digital firm, including B2B efforts, social media, press releases, and event planning.
- Worked in a continuous release cycle, where many hands were on a single project and concerted contact with the client was required to maintain the expected level of accuracy and excellence in our products.
- Developed business plans, site maps, and feature release timelines for web applications that have been featured at South By Southwest, Mashable.com, and other tech events and publications.
- Expanded outreach and followed various paths to connect with new business, including creating responses to RFP's, creating formal proposals for new projects, and attending networking events and one-on-one meetings.

#### **ACCOUNT MANAGER, CTM MEDIA GROUP, ST. LOUIS, MO** *OCTOBER 2011 - NOVEMBER 2012*

- Managed over 400 traditional and digital advertising placements for an array of clients, from tourist attractions and hotels to athletic teams and arenas, Fortune 500 companies, and nightlife spots.
- Introduced a new digital marketing medium to the St. Louis area. Facilitated placement in high end hotels and premium attractions. Increased digital reach in the St. Louis area to 2.5 million visitors annually.
- Created and presented analytical reports and research studies for our clients, showing where their marketing plan succeeded and giving insight on how to improve when needed.

#### **PROJECT MANAGER AND DESIGNER, 50 IN THE 314 (FREELANCE CONSULTANCY)** *JANUARY 2010 - PRESENT*

- Consultant / Designer / Digital Manager for area advertising agencies, startup businesses, and charities.
- Went one-on-one to discover needs, develop strategies, and execute digital / traditional marketing plans.
- Worked with brands ranging from high-end liquor and retail stores to non-for-profits and political campaigns.

#### **CONSUMER HOSPITALITY REP, ANHEUSER-BUSCH, ST. LOUIS, MO** *SEPTEMBER 2006 - SEPTEMBER 2011*

- Acted as brand ambassador for guests of Anheuser-Busch at the St. Louis Tour Center.
- Led tours of the brewery complex, educating visitors about the Anheuser-Busch brand and their portfolio.
- Coordinated projects among the staff, kept programs and day to day tasks running smoothly and efficiently.
- Promoted to Guest Service Specialist in fall of 2008.

### PROFICIENCIES

- Digital Marketing - Analytics (Google), Salesforce, Email (Mailchimp), Social Managers (Hootsuite, Radian6).
- Media Buying - AdSense, AdWords, Social Media including Facebook, LinkedIn, Twitter, Instagram.
- Media Production - Expertise in Photoshop, Illustrator, InDesign, and Final Cut Pro.
- Development - Full Wordpress Builds, Read and Write CSS, PHP & Ruby, Operates well in most CMS's.

### EDUCATION

**WEBSTER UNIVERSITY - ST. LOUIS, MO**

**BA - ADVERTISING AND MARKETING COMMUNICATIONS**

GRADUATED WITH HONORS, MAY 2010

**SAINT LOUIS UNIVERSITY - ST. LOUIS, MO**

**MBA - MARKETING**

COMPLETION, 2017