



MATT GHAN

Senior Growth Marketer

PROFILE

I have been in the marketing industry for nearly 6 years. I understand digital marketing, how guerilla marketing works and the value in traditional marketing. I can use a host of tools to analyze metrics, measure campaign performance and make changes as needed to optimize results.

CONTACT

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1108 Winstead Crescent
Brooklyn, New York 145299

EXPERTISE

Digital Marketing
Graphic Design
Campaign Management
Copy Writing
Management

PROFESSIONAL EXPERIENCE

BLUE MEDIA

Digital Media Specialist

2018-2020

- Assisted with all digital media inquiries. Understood each client's unique needs, and provided solutions specific to their interests and restrictions
- Explained promotions, extended services; used databases to search for products
- Used pump trucks and other equipment

WELL WORKS CANADA

Connected Home Specialist

2015-2018

- Effective sales associate with strong customer service training and relevant certifications
- Explained promotions, extended services; used databases to search for products
- Used pump trucks and other equipment

HOME CENTRE

Seasonal Sales Associate

2014-2017

- Learned about various products and provided solutions to customer inquiries.
- Lifted loads of up to 110 lbs, stocked shelves and maintained an organized showroom
- Set up customer orders, put through credit card sign ups, operated heavy machinery and various tools

EDUCATION

University of New York
MARKETING & PSYCHOLOGY
B.A. (Honours)

St. Alves High School
Honours