

# Matthew Jones



## Digital Marketing Manager

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## 01 PROFILE

Experienced Digital Marketing Manager with extensive experience building, maintaining, and running successful digital marketing campaigns. Bringing forth broad marketing knowledge, coupled with focused campaign experience. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Collaborative and creative manager accomplished at managing digital marketing presence content. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals.

## 02 EMPLOYMENT HISTORY

03/2015 — Present

### Digital Marketing Manager at Scorpion Internet Marketing

Denver

- Evaluated client websites for mobile performance and optimal search engine rankings.
- Developed unique content for a variety of clients sites to improve presence and brand awareness.
- Organized and analyzed data and marketing results.
- Researched keywords relevant to marketing efforts of clients.
- Introduced scheduled targeted email marketing programs.
- Managed a teams of marketing professionals to ensure the success of marketing campaigns.

06/2014 — 03/2015

### Marketing Research Specialist at Great Blue Research

Hartford

- Coordinated mailings, marketing materials, and website content.
- Edited and proofread copy.
- Generated invigorating social media content.
- Organized contracts, books, and files
- Worked alongside marketing specialists and graphic designers.

10/2012 — 05/2014

### Writing Consultant at Yale College Writing Center

New Haven

- Worked with students of all writing levels and offered suggestions to improve their writing.
- Collaborated with other consultants and tutors to develop workshops for students and staff.