

Matthew Moon

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Marketing Specialist

Experience in: Marketo, Salesforce, Hootsuite, Adobe (Photoshop, Lightroom, InDesign, Premier), Microsoft Office, Wordpress, Statamic, Bloomfire, JIRA, Influitive, GA/Webtools, basic coding, Apple/PC

University of California, Irvine

BA, Sociology - June 2012

Social Media and Marketing Specialist - OneLogin

10/2014 - 11/2015 - San Francisco, CA

- Initiated overhaul of dated social media practices with an emphasis on brand awareness and customer advocacy. Proven metrics illustrating an increase in positive company sentiment with emphasis on meaningful analytics.
- Maintained Application Partner collateral (in close collaboration with Business Development), landing pages, blog posts and general website maintenance using WordPress, Statamic, HTML and Bloomfire.
- Utilized Photoshop, Lightroom, Premier Pro, Audacity, InDesign, PowerPoint, Pages, Office 365 and Google Drive resources in order to maintain and assist a variety of Marketing content including, but not limited to, product data sheets, whitepapers, case studies and webinars.
- Initiated customer advocacy efforts through Influitive, in order to further identify meaningful customer pain points and increase company visibility. Spearheaded the on-boarding process from initial price negotiations to internal awareness to target customer segmentation and interaction, working closely with UI/UX, Design and Sales.

Marketing Intern - OneLogin

10/2013 - 10/2014 - San Francisco, CA

- Built and executed data flow plans for Marketo programs, and Salesforce custom fields and validations, specifically for Business Development needs as well as for OneLogin thought forum, IdentityFirst.
- Assumed ownership of product certification with channel resellers.
- Revitalized and monitored the first wave of SEO optimization efforts using Google Analytics and Webmaster Tools.
- Copyedited Sales RFP's, blog posts and all marketing materials.

Service Staff - Bluefin Fusion

08/2012 - 08/2013 - San Diego, CA

- Mastered all front of house positions (Server, Host, Bartender, Busser) to further assist management in maintaining a flawless execution of service.
- Greeted guests, answered phone calls, made reservations, provided catering services (with on-site services) and ensured that requirements for all guests were met with excellence.
- Collaborated with restaurant management to increase restaurant clientele and provide private catering services to large companies, increasing monthly sales and assuming increasing responsibility.

Head Server- Min Sok Chon

02/2012 - 10/2012 - San Diego, CA

- Provided exceptional dining service to patrons at a fast paced establishment by taking orders, serving meals, setting and clearing tables, bartending, and providing swift, accurate monetary transactions.
- Fostered lasting relationships with numerous patrons through excellent customer service.
- Coordinated with the kitchen staff to ensure timely and accurate order preparation.