

BRAEDEN MATSON- JONES

DIGITAL MARKETING COORDINATOR

I am a technical Marketer looking for opportunities to excel at what I know, and constantly improve upon an always-growing skillset. I love diving into data and developing strategy, and I always want to learn more, do more and accomplish more.

PASSIONS

Tech
Coffee
Nutrition
Fitness

CONTACT DETAILS

Email:
Braedenmatsonjones@gmail.com

LinkedIn:
/braeden-matson-jones/

Phone:
604-842-2297

CORE SKILLS

- Google Ads (certified)
- Google Analytics (certified)
- Paid social advertising (Facebook, Instagram, LinkedIn)
- Google Tag Manager
- SEO
- Attribution & CRM
- HTML
- Excel & Google Sheets

EDUCATION

RED Academy Vancouver

Digital Marketing Professional Program
Digital Marketing Diploma
July - September 2017

Douglas College

2015 - 2017
-Varied course catalogue
-92% in statsits
-3.72 GPA

PROFESSIONAL EXPERIENCE

Digital Hot Sauce Inc.

Digital Marketing Coordinator
June 2018 -Present

- Manage client relationships, campaigns & ad spend
- Design marketing strategy
- Implement & fix attribution systems, analytics & Tag Management
- Manage & optimize Google Ads, Paid Social and display campaigns
- Conduct & implement keyword & content research
- Build scalable, custom reports with Supermetrics

Checkpoint One Apparel Corp.

Digital Marketing Coordinator
Sep. 2017-Present

- Run AdWords campaigns with consistent 5+ ROAS
- Increase website traffic >20% for 9 websites
- Manage social media for 6 websites
- Blog writing and SEO optimization
- Design and run successful paid social campaigns