

# Matthew Collingwood

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Mount Airy, MD | 734-347-7861 | [matt.d.collingwood@gmail.com](mailto:matt.d.collingwood@gmail.com) | [mattcollingwood.com](http://mattcollingwood.com)

## Summary

Application Developer and Strategic Account Leader with 10+ years of experience managing enterprise client portfolios and technical implementations across CPG, retail, QSR, and B2B verticals. Skilled in front-end development using JavaScript, React.js, HTML5, CSS3, and RESTful API integrations. Expert in leading cross-functional technical teams, delivering scalable web solutions, and driving digital transformation initiatives. Known for collaborative leadership, continuous learning, and creating polished, user-centric results that meet complex business requirements.

## Core Strengths

Front-End Development (JavaScript, Python, React.js, HTML5, CSS3) • RESTful API Integration • Web Application Design • Cross-Functional Team Leadership • Client-Side Logic & Workflows • Responsive Design • Git & Version Control • Performance Optimization • Agile/Scrum Methodologies • Stakeholder Communication • Technical Problem-Solving • CMS & Marketing Cloud Platforms

## Work Experience

### **DEG/MERKLE - SR. ACCOUNT MANAGER**

**AUGUST 2021 - PRESENT**

Led technical strategy and execution for Tier-1 enterprise accounts, overseeing digital transformation initiatives, web application development, and integrated marketing technology programs across a \$3M+ portfolio.

- Owned a \$3M+ annual book of business across CPG and grocery retail; consistently delivered accurate forecasting, revenue recognition, and margin management.
- Partnered with senior client stakeholders to shape annual marketing priorities, identify optimization opportunities, and guide omni-channel program evolution.
- Provided strategic counsel that contributed to the Albertsons account exceeding revenue goals by \$700K during the merger transition period.
- Shepherded multiple SFCC and SFMC integrations across QSR and grocery clients, aligning brand guidelines, UX needs, and technical requirements.
- Built and maintained strong relationships with clients and partner brands, ensuring smooth coordination of campaign rollout and template-based web/mobile executions.
- Collaborated with development teams to optimize front-end performance, streamline workflows, and resolve technical issues across multiple client platforms.
- Created comprehensive process documentation that standardized technical workflows and improved operational efficiency across account teams.
- Partnered with creative, development, and PMO teams to define technical requirements, design scalable solutions, and deliver high-quality web experiences.
- Managed complex project timelines using Agile methodologies and tools including Jira, Confluence, and Workfront.

### **ELEVATION MARKETING - ACCOUNT MANAGER**

**APRIL 2019 – AUGUST 2021**

Primary point of contact for a diverse B2B portfolio, leading strategy, execution, and multi-channel digital programs for large enterprise clients.

- Managed \$4M+ in annual revenue across clients including Amazon, Rogers, and NAPA Auto Parts.
- Developed integrated campaign strategies incorporating custom web solutions, lead-generation forms, and email marketing with client-side validation and interactive workflows.
- Conducted technical assessments and competitive analysis to inform solution design and optimization strategies.
- Managed production schedules and cross-functional team collaboration, ensuring delivery of polished, performant web applications.
- Supported new business development through technical proposal writing and solution architecture presentations.
- Developed integrated campaign strategies—including website builds, lead-gen programs, content, and email marketing—driving measurable KPI improvement.
- Built strong client relationships through proactive communication, strategic insights, and consistent delivery excellence.

## **RENEGADE COMMUNICATIONS**

### **Associate Account Executive | Account Executive**

**August 2016 – April 2019**

Managed major clients including Comcast and Under Armour, balancing strategic advisory with hands-on execution across integrated campaigns.

- Owned \$2M+ annual portfolio while maintaining a client NPS of 9+.
- Delivered a 25% revenue increase from a major client through trust-building, strategic upsells, and consistent performance—adding over \$100K in new billing.
- Partnered with creative and production teams to ensure brand consistency and high-impact campaign execution.
- Leveraged analytics and insights to optimize microsite traffic and improve employee engagement initiatives.
- Led and mentored up to three interns per semester as head of the internship program.

### **E.W. SCRIPPS (ABC WMAR)**

**Account Executive | June 2015 – August 2016**

Managed television and digital advertising clients while identifying and onboarding new business.

- Sold and managed broadcast + digital ad packages, converting new clients into recurring annual contracts.
- Provided strategic recommendations for local businesses to maximize advertising ROI.
- Built and maintained strong customer relationships through consistent communication and trusted advisory support.

## **Education**

**B.S., MASS COMMUNICATIONS | | TOWSON UNIVERSITY**

**GRADUATED MAY 2015**

Related Coursework - Advertising Campaigns, Brand Development, Principles of Advertising, Media Strategy

## **Technical & Marketing Skills**

**Programming & Web Development:** JavaScript, Python, React.js, HTML5, CSS3, SCSS, SASS, RESTful APIs, Node.js, Express.js, Git, GitHub, BitBucket, Visual Studio Code, Sublime

**Databases:** MySQL, MongoDB, PostgreSQL, SQLite

**Project Management & Collaboration:** Agile/Scrum, Jira, Confluence, Workfront

**Marketing Technology Platforms:** Salesforce Marketing Cloud, Salesforce Commerce Cloud, Google Analytics (GA4), Power BI, Marketing Automation Tools, CMS Platforms

**Build Tools & Deployment:** Render, Netlify, FileZilla

**Design & Optimization:** Responsive Design, Cross-Browser Debugging, Front-End Performance Optimization, Accessibility Standards, Bootstrap

**Other:** Microsoft Office Suite, Windows