

ABOUT ME

Marketing professional with a talent for leading campaigns, teams, and omni-channel strategy activation. With over 10 years of combined marketing experience,

EDUCATION



WESTERN GOVERNOR'S UNIVERSITY

Bachelor of Science in Marketing Management
2018

SKILLS

- Leadership
- Campaign Management
- Database Marketing
- E-mail Marketing

MATT GOLDHAMMER

 (702) 460-7272

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EXPERIENCE

MARKETING CAMPAIGN SUPERVISOR

Caesars Entertainment (Dec 2015 – Present)

Management: Led, coached and assisted in the training of a team of 5 Marketing Campaign Associates.

Database: Transformed stakeholder requirements and strategy into active offers, then used segmentation criteria to filter the database for guest eligibility.

Reporting: Utilized Microstrategy, Access and Cognos to run data validation reports.

FREELANCE SOCIAL MEDIA MANAGER

Chad Roberts | RealtyOne (Oct 2014 – Dec 2017)

Content & Campaign Strategy: Generated and executed themed social media campaigns aligned with overall goals.

Achieving Results: Created social media profiles for top dollar real estate listings to generate leads and buzz around open house events

SALES & MARKETING ADMINISTRATOR

Falcon Healthcare Systems (Nov 2014 – Nov 2015)

Marketing Support: Developed brand collateral and assisted in copywriting of e-mail marketing campaigns to solicit new and existing clients for EMR services, IT services and hardware.

SALES & MARKETING ASSISTANT

Pinnacle Capital Mortgage (May 2014 – Oct 2014)

Campaign Management: Designed, deployed, managed & measured email drip campaigns to acquire leads, target existing customers and maintain client referral partner relationships.

Developing new Processes: Piloted migration of databases, implementation, and training of new CRM system.