

Matt Goraj

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CAREER HIGHLIGHTS

- 5+ years of Database, Email, and Direct Marketing experience in the Casino industry.
- Increased email open rates by over 25% by A/B testing subject lines, content, and delivery times.
- Management of 50+ new and recurring email and direct marketing campaigns monthly.
- General Assembly Front-End Web Development certification (HTML, CSS, and JavaScript).
- Spearheaded the rollout of a new Salesforce MarketingCloud email system.
- Developed and implemented SMS messaging marketing plan.

RELEVANT EXPERIENCE

Seneca Gaming Corporation – Niagara Falls, NY

DIRECT MARKETING MANAGER, AUGUST 2019 – PRESENT

- Partnered with multiple internal and external departments to ensure timely creation, accuracy, and delivery of direct mail and email campaigns.
- Maintained a Microsoft Access workflow database for direct mail and email marketing campaigns.
- Oversaw, developed, and deployed 40+ monthly email marketing campaigns and communications, averaging over 1 million emails sent per month.
- Increased email open rates by over 25% by A/B testing subject lines, content, and delivery times.
- Developed and implemented a project plan for SMS marketing.

Seneca Gaming Corporation – Niagara Falls, NY

DATABASE MARKETING ANALYST, APRIL 2017 - AUGUST 2019

- Implementation, setup, and analysis of direct marketing programs to assist in execution and patron loyalty.
- Based on segmentation criteria, provided recommendations and patron lists for promotions and events.
- Review of mail and email pieces to ensure data and creative accuracy.
- Proactively worked with internal departments to ensure that data and setups are accurate and meet all deadlines.

Seneca Gaming Corporation – Niagara Falls, NY

DIRECT MARKETING COORDINATOR, SEPTEMBER 2015 – MARCH 2017

- Created internal communication fact sheets for database marketing.
- Managed and tracked production and postage expenses for all marketing mailings.
- Compiled weekly and monthly expense forecasting using Microsoft Excel.

EDUCATION

Master of Science in Business Analytics

Quinnipiac University – Hamden, CT, August 2017

Bachelor of Science in Business Administration

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