

MATT EPSTEIN

PRODUCT MARKETER & DIGITAL STRATEGIST

GET IN TOUCH WITH **m.e.**



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+ EMPLOYMENT

2011

Infoition Product Marketing Manager

Developed and led the product launch of a new federal social media service that resulted in a 7% increase in revenue four months after launch. I was directly responsible for the go-to-market planning, strategy and execution which required constant internal presentations to c-suite leadership. Planning and development included market research, competitor analysis, pricing strategies, messaging, product positioning and more. Founded on months of market research and intelligence, I developed the marketing collateral necessary to bring the product to market; brochures, sales presentations, channel partner material, e-mail campaigns and more.

2010 - 2011

Definition 6 Account Manager

Client satisfaction and portfolio growth led to promotion from AC to AM. As AM, played larger role in developing and presenting online marketing strategies to D6 leadership and client executives. In senior role I directly managed creative and development teams to execute client work that generated over \$900,000 in new revenue within a 1 1/2 year period via key account growth and project success.

2009 - 2010

Definition 6 Account Coordinator

Worked with account team to execute digital strategies on behalf of clients. Job role included project managing several fast paced \$100,000+ web site builds, developing integrated marketing plans, managing large scale e-mail campaigns (+2 mil people), conducting market research and analytics and scoping/estimating client projects.

Key clients include VeriFone, Wendy's and Carter's.

2006 - 2008

Freelance Contractor

Throughout college provided freelance marketing and digital strategy services for several national corporations; PSC, Georgia Pacific and Greymart. Created a website, SEO campaign and lead gen strategy for one client who is now number one on Google searches for all key terms. As a direct result of my work client is generating multiple leads per day and has generated over \$300,000 in online revenue within a year (they had never profited from the web prior).

+ EDUCATION

- 2004 - 2008 **Marketing & Advertising - B.A.**
School of Communications
University of Central Florida

+ PROFESSIONAL SKILLS

	average	good	skilled
Digital Marketing	●●●●●●●●	●●●●●●●●	●●●●●●●●
Traditional Marketing	●●●●●●●●	●●●●●●●●	●●●●●●●●
Branding & Messaging	●●●●●●●●	●●●●●●●●	●●●●●●●●
Research & Analytics	●●●●●●●●	●●●●●●●●	●●●●●●●●
Written & Verbal Com	●●●●●●●●	●●●●●●●●	●●●●●●●●
Technology	●●●●●●●●	●●●●●●●●	●●●●●●●●
Photoshop & Design	●●●●●●●●	●●●●●●●●	●●●●●●●●
Web Design/SEO	●●●●●●●●	●●●●●●●●	●●●●●●●●
Presentation Skills	●●●●●●●●	●●●●●●●●	●●●●●●●●
Project Management	●●●●●●●●	●●●●●●●●	●●●●●●●●
Social Media	●●●●●●●●	●●●●●●●●	●●●●●●●●
Microsoft Office	●●●●●●●●	●●●●●●●●	●●●●●●●●

+ PROFESSIONAL HIGHLIGHTS

- + Experience creating the product positioning, messaging and branding necessary to capture a target markets attention and successfully go-to-market.
- + Experience creating sales and marketing collateral; white papers, data sheets, case studies, sales presentations, power points, brochures, trade-show materials, e-mail templates, webinars, and more.
- + Experience developing and executing wide range of digital strategies; web design, social media, e-mail, SEO, mobile, video, and more.
- + Worked closely with channel partners and trade organizations to develop channel partner strategies.
- + Developed and led numerous webinars and trade shows to create market demand and spur lead gen.
- + Proven ability to collaborate across departments to successfully bring products to market.
- + Agency career experience has proven I can work in complex, fast paced environments without sacrificing ability to multi-task and pay attention to detail.
- + Proven PM skills; from creating project plans to managing resources I've consistently met deadlines and business objectives on or under budget.
- + Passion for keeping up with emerging technology and the latest traditional/digital marketing trends.