

Matthew Frank

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Summary

Dedicated marketing professional passionate about delivering excellence

Skills

customer segmentation • analytics • campaign management • content marketing • sem • seo • market research • marketing automation

Experience

12/2022 - 02/2025

Marketing Lead - Hanson Inc

- Developed content strategy and marketing materials
- Increased social media engagement by 54%
- Increased social media engagement by 45%
- Analyzed market trends and customer behavior

01/2023 - 03/2023

Marketing Manager - Hodge, Reynolds and Snow

- Developed content strategy and marketing materials
- Analyzed market trends and customer behavior
- Analyzed market trends and customer behavior
- Managed 3 marketing campaigns with 25% ROI

08/2022 - 11/2023

Marketing Senior - Cortez LLC

- Developed content strategy and marketing materials
- Analyzed market trends and customer behavior
- Managed 9 marketing campaigns with 18% ROI
- Increased social media engagement by 54%

Education

- Associate of Computer Science, Salazar, Thomas and Miles University (2011)