

MATT DEBES

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Experienced Digital Marketing Expert

Accomplished, results-focused professional with comprehensive industry knowledge, specializing in Sales, Revenue Growth, Business Development and Customer Support. Strong team-building and problem-solving capabilities, strategic thinker, adept at developing high-impact, turn-key solutions for long-term success. *Known for:*

GENERATING REVENUE: Consistently contributing to increasing annual sales revenues, improving YOY performance, while building customer trust by effectively managing fees, rates and development costs.

PROSPECTING, RELATIONSHIP BUILDING: Reliably increasing agency/client lists nationwide, resulting in personal and company-wide sales growth, systematically achieving prescribed sales goals and expanding existing customer base.

SUPERIOR CUSTOMER EXPERIENCE: Dependably recommending investment into latest industry advancements to elevate customer, vendor and user experiences cross-platform to assure future success and strengthen customer relationships.

WORKFLOW EFFICIENCY: Continually refining and integrating new methods of prospecting, audience research, case study creation, staffing, third-party partnerships, expanding platform offerings and increasing ad sales revenues.

Key Professional Experience & Business Impact

MEDIAMAX NETWORKS, Valhalla, NY, 2017-Present

DIGITAL ACCOUNT DIRECTOR

Leveraging the most prestigious, iconic national media brands to companies and agencies with regional, local, national and international marketing needs. The exclusive local partner of Condé Nast, and hundreds of other digital properties, providing unique digital marketing solutions and hyper-targeting capabilities to thousands of brands in the United States and Canada.

Ad Revenue Generation, Cross-Category Experience

- Added 100+ new agency/direct clients to partner roster, developing relationships resulting in lucrative partnerships with Prairie Organic Vodka, Royal Chain and Schell Brothers Real Estate; increasing brands' annual spend by over 200% YOY.

Successful Prospecting, Client Development and Retention

- Oversee development of Wine & Spirits category partnership growth, expanding client roster to increase brand awareness, consideration and sales for existing and newer companies seeking to expand audience scale and messaging reach.

Customer Experience

- Solicited customer feedback, working with Marketing to spearhead new custom content areas cross-platform, attracting new industry partners, providing innovative solutions to enhance digital and mobile offerings, sparking unique user growth.

ACCUWEATHER, New York, NY, 2015 – 2017

ACCOUNT EXECUTIVE, ADVERTISING SALES – DIRECT AND PROGRAMMATIC

Industry-leading digital media company and world's largest source of weather information, reaching over 1.5 billion users whose unique global multi-platform capabilities serve thousands of other customers and businesses worldwide.

- Directed roster growth of Travel partners with addition of 20+ new Tourism & Convention Bureaus leveraging seasonal changes and opportunities to better customer visibility, delivering better-than-estimated ROI.
- Expanded use of social media channels, integrating them into cross-platform packages, furthering brand and customer audience reach, positioning AccuWeather as a premiere social partner.
- Agency and client partner lists include: Amtrak, Initiative, Razorfish, Teva, JetBlue, Scotts, Horizon Media, Havas Media, Media Kitchen, Western CT HealthNet, Merck, RI DOH, Dunkin' Brands, Xcel Energy, Jamaica Tourism.

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Additional Professional Experience & Business Impact

WEATHERBUG BY EARTH NETWORKS, New York, NY, 2014 – 2015

ACCOUNT EXECUTIVE, ADVERTISING SALES – DIRECT AND PROGRAMMATIC

- Essential to over 50% YOY exponential sales growth across all properties to Mid-Atlantic and Northeast regions.
- Initiated strategic client solutions ranging from high impact/awareness sponsorships to performance-related tactics including Social Media, Programmatic and Audience Extension programs.
- Uncovered new revenue streams, growing client list to include Home Depot, American Express, Pfizer, Reckitt Benckiser, Carat, DigitasLBI, Women's Marketing Inc., Hill Holliday, MullenLowe, and MediaStorm.
- Generated digital ad revenue in assigned territories to new and existing clients, managed and optimized cross-platform campaigns to assure contract fulfillment, while improving customer ROI and YOY sales.

ROSETTA, New York, NY, 2013 – 2014

DIRECTOR, PAID MEDIA

- Developed cost-effective 360° media strategies, creative solutions to exceed campaign, ROI and KPI goals.
- Mentored team on implementing effective campaign optimizations for improved delivery and messaging impact, investigated third-party vendors and occasions to boost message reach to physicians, caregivers, and patients.
- Led internal task force to improve competitive research and reporting tools, for better planning negotiations and better-defined Healthcare planning team activities/team work flow, increasing quarterly budgets 35-50%.

AOL MEDIA NETWORKS, New York, NY, 2002-2007

NATIONAL SALES TEAM ACCOUNT SERVICES DIRECTOR (2007)

SUPPORT MANAGER (2006-2007)

SENIOR MEDIA PLANNING MANAGER (2004-2006)

SALES PLANNER (2002-2004)

- Oversaw National Sales team of Account Managers and Sales Planners, whose plans featured average spend increases of ~\$200,000 per quarter YOY.
- "Recognized Acts of Leadership" Award: Improved sales/tech communication process led to more efficient sales presentations and upselling opportunities.

Other Professional Experience of Note

DRAFTFCB, New York, NY, 2011-2012

ASSOCIATE MEDIA DIRECTOR – DIGITAL PLANNING TEAM LEADER

- Head of planning team focused on Merck OTC/DTC. YOY Rx rates increased 40%, category share up ~15-20%
- Personally managed Merck Engage Online Video Campaign: drove 150% unique visitor traffic increase YOY.

DIGITAS, Stamford, CT, 2009-2011

ASSOCIATE MEDIA DIRECTOR - DELTA AIR LINES PLANNING TEAM LEADER

- Client liaison, overseeing digital brand awareness, social media and programmatic initiatives, responsible for aligning digital and offline marketing efforts. Steered Delta/Pandora Grammy campaign: 400% increase in user participation YOY.

24/7 REAL MEDIA/MEDIAEDGE:CIA, New York, NY, 2007-2008

ASSOCIATE MEDIA DIRECTOR - SEO/SEM TEAM LEADER

1994-2001: McCann-Erickson, Media Direct Partners, Inc., Grey Worldwide and FCB LKP: Traditional Media Planning and Account Management, specializing in Pharmaceutical, Travel, Healthcare, Retail and CPG.

MISCELLANEOUS:

- NEW YORK CITY MARATHON: Finisher, 2008, representing Livestrong Cancer Research
- NEW YORK YANKEES BASEBALL CLUB: Batboy, Clubhouse Attendant, 1986-1991