

Matt Helbig

Email Marketing Specialist

Chicago, IL, USA

7732595111

matthelbig@me.com

<http://matthelbig.com>

WORK EXPERIENCE

Chicago, IL, USA

Aug 2014 – Present

Measured Marketing

Email Marketing Coordinator

- Provide creative direction and communicate advertiser's campaign objectives
- Knowledgeable in commercial email including client testing, CAN-SPAM compliance, mobile-friendly email design, and inbox deliverability
- Create streamlined processes by recommending layouts that best display's advertiser's requirements
- Built creative feedback tool to speed up the client process for approving email across devices and retargeting banner images

Chicago, IL, USA

Oct 2013 – Aug 2014

Measured Marketing

Sales Support Specialist

- Resolved sales and list targeting inquiries
- Analyzed trends in e-mail marketing in an effort to suggest improvements to processes, policies and the email marketing and retargeting product
- Built and informed direction of written client-facing knowledge base
- Participated in cross-platform email client testing, responsive email design, and microsite development for media distributors

Chicago, IL, USA

Jun 2011 – Oct 2013

space519

Email Marketing Manager

- Participated in digital strategy and customer engagement to boost in-store traffic
- Lead email design and development for targeted events, promotions, and holiday sales
- Communicated progress to management and quickly pivoted between projects
- Participated in subject line A/B Testing and geo-targeted email list segmentation
- Managed store WordPress and created graphic content with custom photography

Chicago, IL, USA

Sep 2012 – Jun 2013

Azadi

Online Growth and Marketing Manager

- Designed and executed 5k+ crowd funding campaign strategy
- Collaborated closely with team to build blogger and reporter relationships
- Responsible for creating social media content for Facebook, Twitter, and blogging platforms

Chicago, IL, USA

Jan 2012 – Jun 2013

TEDxDePaulU

Marketing and Event Coordinator

- Main point of contact for speaker and sponsor relationship management
- Designed and implemented the local community engagement strategy for event
- Utilized drip email marketing campaign to boost sales
- Front-end responsive web design and development
- Participated in project analytics & reporting

EDUCATION

Chicago, IL, USA

Sep 2009 – Jun 2013

DePaul University - Driehaus College Of Business

Bachelor of Science in Business (BSB), Management - Magna Cum Laude