

# MATTHEW PATE

## MARTECH PRODUCT SPECIALIST

### CONTACT

**L** Austin, Texas  
**P** (512) 657 6090  
**E** matthew @mw pate.com  
**W** mw pate.com

### EDUCATION

Capella University, MBA  
May 2020  
Ashworth College, B.S. Marketing  
Magna Cum Laude, Mar 2019  
Ashworth College, A.S. Business  
Cum Laude, Oct 2018

### ABOUT

MBA graduate with experience in analytics & marketing, offering exceptional management, adaptability, and organizational skills, seeking to secure an engaging role within an organization focused on innovation.

### WORK EXPERIENCE

Sep 2020 - Present

#### Conversion Logix

##### Product Specialist, Support Manager

- Design technical support program including policies and procedures.
- Develop and achieve support objectives and goals to support organizational vision. Continuously identify improvements of strategic operational requirements, processes, and technology to deliver key service and support outcomes for B2B customers.
- Manage and direct support department, prioritizing and delegating support activities and project tasks based on staff strengths, experience, skill sets, and the goals of the organization.
- Assist in and manage changes to the definition of project scope, objectives, involving all relevant stakeholders and ensuring technical feasibility.
- Establish service levels, performance metrics, key performance indicators, and OKRs for support program.
- Analyze software needs, devise solutions, test, debug, and maintain software applications and systems.

Jun 2020 - Sep 2020

#### Conversion Logix

##### Project Coordinator, Client Services

- Collaborated with sales, operations, and clients to create, manage, and execute systems that ensure seamless communication and outstanding customer experiences from initial launch to final billing.
- Collaborated directly with sales executives on all new client launches managing the customer experience.
- Composed and proofread creative and concise promotional ad copy and marketing content. Collaborated with sales and design teams to create social, email, and other marketing content while managing Digital Content Management (DCM) system.
- Created and implemented social media content strategies combined with digital content to market our agency.
- Implemented a CRM component to direct sales strategies.
- Developed coherent marketing materials combined with direct advertising schedules to assist sales in new market development.
- Collaborated with design and operations team on website tactics and the launch of new products.
- Assisted sales team with client reports and behind-the-scenes work on all accounts giving them the freedom to seek out new business.

Dec 2019 - Apr 2020

#### Conversion Logix

##### Digital Marketing Operations Coordinator

- Identified trends from market insights, feedback from clients, and Google Ads and Analytics to achieve maximum return on investment (ROI) and return on advertising spend (ROAS) across several paid search campaigns (SEM).
- Created Gantt charts to track progress of support platform launch and tracked progress in Podio, Jira, and Confluence in addition to Google Suite.
- Communicated the need for and proposed new services and features with technical requirements to leadership and development teams while creating workflows from use cases.
- Increased Excel proficiency in pivot tables and functions, including Vlookup. Presented data in graphic and visual representations utilizing Keynote, PowerPoint, and Loom.

- May 2015 - Nov 2019** **Apple Inc.**  
Customer Service Analyst
- Developed and implemented initiatives to improve customer service and satisfaction.
  - Presented metric, KPI, and survey data to leadership and created newsletters guides, and training content for teams.
  - Presented data via Cisco WebEx and Blackboard Collaborate. Basic use of Adobe Creative Suite.
  - Handled escalated product and service issues related to multimedia streaming, subscriptions, memberships, and billing.
- Jul 2013 - Jan 2013** **Harte Hanks, Inc**  
Learning & Development Analyst
- Managed 35+ on-site and remote employees, travel arrangements, and a training department for over 300 employees.
  - Collaborated with clients to ensure alignment of goals. Recommended and implemented objectives for training programs. Performed SWOT analysis with management teams.
  - Created and presented content by phone, video, and in live classroom environments. Designed customer support, quality control, and sales training courses, guides, and content for large audiences & mass delivery.
  - Increased knowledge of Excel pivot tables and presentation tools: Press, PowerPoint, Cisco WebEx, Lync, and Skype.
  - Provided enterprise-level assistance researching, diagnosing, troubleshooting, identifying, and logging mobile device hardware, software, and MDM issues, and recorded data in ticketing systems.
- Jun 2012 - May 2013** **City of Knoxville**  
Deputy Court Clerk
- Spearheaded digital transition and maintained archives. Trained and mentored employees.
  - Received and submitted payments for fees and fines, accurately tracking amounts, issuing receipts, and updating INCODE, permitting systems, and Motorola CRM.
- Aug 2011 - Jun 2012** **ADT Security Services**  
Technical Support
- Provided technical support for security systems and updated account data in MasterMind and Vivaldi.
  - Assisted sales and business development managers by explaining technical systems to end-users.
  - Communicated with customers to identify issues, walkthrough solutions, and initiate corrective actions to restore service and functionality.
- Sep 2009 - Jul 2011** **Minacs**  
Customer Experience
- Managed and coached 20 frontline agents. Analyzed NICE recordings and satisfaction surveys.
  - Created new department collaborating with franchisees, field personnel, and leadership. Re-designed policies and procedures to accommodate new strategies while maintaining accurate data in Oracle Siebel CRM and AS400 systems.
  - Nurtured relationships with field personnel, franchise owners, employees, and customers.
  - Researched laws, statutes, recorded judicial decisions, legal articles, constitutions, and legal codes.
  - Resolved Better Business Bureau claims, logistics bottlenecks, and negotiated settlements on behalf of automotive manufacturer.

## SKILLS & CERTIFICATIONS

---

- Dec 2020 - Dec 2021** **Google Ads Search Certification**  
Google
- Aug 2020 - Aug 2021** **Advance Google Analytics**  
Google
- Aug 2020 - Aug 2021** **Google Analytics for Beginners**  
Google
- Aug 2020 - Aug 2021** **HTML & CSS**  
Self-taught