

Matthew Lawson

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Skills

- Demand Generation
- Paid Search
- Paid Social Media
- SEO
- Analytics
- Content Strategy
- Full-Funnel Nurture
- Account-Based Marketing
- Email Marketing
- Marketing Automation
- Front-End Development (CSS, HTML, Javascript)
- Website Creation
- Website Maintenance

Experience

Hawthorn Creative (November 2019 – Present)

Digital Media Manager

- Paid Search and Paid Social Management resulting in up to 300% + ROI
- SEO Strategies, including keyword research, on-page SEO updates, & monthly tracking
- Front-end development to create landing pages via Wordpress, Hubspot, etc. & tracking set up with Google Analytics & Tag Manager
- Conduct monthly reporting calls with clients to show campaign performance & results

Lauchlan X (November 2017 – October 2019)

Digital Marketing Strategist

- Paid Search and Paid Social Management (Google Ads, LinkedIn Ads)
- Digital Campaign Strategies: Built new strategies that exceeded conversion goals by up to 500%
- Front-end development to create & update landing pages for 10-20 clients per campaign

Strongarm by Percipient Networks (November 2016 – November 2017) – *Acquired by Watchguard*

Marketing Manager

- Researched & ran digital advertising campaigns (Facebook, LinkedIn, Spiceworks)
- Set up and managed Hubspot contact automation & Hubspot email marketing
- Increased sales pipeline with leads in various stages of the funnel
- Met quarterly lead goals, proving ROI & aiding in the eventual acquisition by Watchguard Technologies

EVR Advertising (September 2014 – November 2016)

Digital Marketing Specialist

- Built digital strategies & managed campaigns for clients in various industries, most notably Irving Oil and their annual Red Sox social media campaign that generated 5,000+ leads.
- Met with clients to deliver campaign results, actionable insights, and upsell recommendations

Education

University of Massachusetts: Lowell (2010-2014)

B.S. Business Administration, Concentration in Marketing

University of New Hampshire (2017-2018)

Certificate: Full-Stack Development

Tech: HTML, CSS, Javascript, JQuery, React.js

