

# MATT MCGOVERN

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## SKILLS:

**Digital Marketing:** Content Marketing, SEO, Google Ads, Google Analytics, Salesforce Marketing Cloud, Meta Business Suite

**Design Tools:** Adobe Photoshop, Adobe After Effects, Adobe Illustrator, Figma, Canva

**Development Tools:** HTML, CSS, Tailwind CSS, JavaScript, React, Ruby, Ruby on Rails, SQL, Git, GitHub

**Email Platforms:** Salesforce Marketing Cloud, Oracle Responsys, Klaviyo, Mailchimp, Cordial, HubSpot, Braze

**Other:** Sitecore 10, Semrush, API Integration, A/B Testing, Data Analysis

## PROFESSIONAL EXPERIENCE:

### Abercrombie & Fitch | Email Developer - CRM & Lifecycle Marketing | Remote | Full Time

November 2023 – Present

- Lead email developer for the kids' sector of Abercrombie & Fitch. Creating daily emails for audiences in the US, Canada, EU, and the UK using HTML, CSS, & JavaScript.
- Successfully created lifecycle marketing projects such as first-time buyer email automation campaign. As well as lifecycle campaigns around back to school and the holiday season.
- Creating daily push notifications for all brands including A&F Adults, A&F Kids, and Hollister. This was previously done in Braze but has since migrated over to Cordial along with the email campaigns.
- Responsible for monitoring campaign performance using metrics such as open rates, click-through rates, and conversions to identify trends and areas for improvement and report back to our analytics team.

### Beth Israel Lahey Health | CMS Content Manager | Remote | Full Time

March 2023 – July 2023

- Responsible for all updates made to all Beth Israel Lahey webpages, organizing all updates with the CMS Sitecore 10.
- Assisted in the biggest hospital merger in the country at the time, between Beth Israel and Lahey Hospital. Well over 150 webpages needed updating with new designs, updating hospital information such as new providers, old providers leaving, changing of addresses, and etc.

### Animal Equality | Digital Marketing Coordinator | Remote | Full Time

Oct 2022 – Jan 2023

- Assisted in marketing efforts including a successful Facebook ad campaign led to over 146,000 US citizens signing our petition.
- Responsible for improving SEO through keyword research using SEMrush, and in helping brainstorm article posts for our copywriters.

### Habitat For Humanity ReStore | Digital Marketing Associate | Carver, MA | Part Time

June 2021 – Jan 2023

- Responsible for managing content creation calendar for all social media accounts for both Instagram & Facebook.
- Presented a PowerPoint presentation why it was crucial to invest in a digital ad strategy, how we could monitor it, and how we could benefit drastically.
- Ran their first marketing funnel for them which included several rounds of Facebook marketing campaigns, retargeting practices, creating a landing page, all to ultimately bring new customers through the doors.

### DraftKings | Customer Experience Associate | Boston, MA | Full Time

May 2021 – March 2022

- Assisted over 50 customers per day via live chat regarding any account issues or questions using Zendesk & Twitter.

## EDUCATION:

### Bachelor of Science (BS) in Marketing

Bridgewater State University — Sep 2016 - May 2021

### Le Wagon Full Stack Web Development Bootcamp

Rio De Janeiro, Brazil — July 2023 - Sep 2023

## CERTIFICATES:

### HubSpot SEO Certified

### Semrush Advanced Content Marketing Certified

### Google Analytics (GA4) Certified