

MATT MCGOVERN

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[Explainer Video](#)

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: HubSpot, Braze, Cordial, Oracle Responsys, Klaviyo, Mailchimp

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

PROFESSIONAL EXPERIENCE:

Abercrombie & Fitch | CRM & Lifecycle Marketing Specialist | Remote | Full Time

November 2023 – Present

- Created daily push and in-app notifications across A&F Adults, A&F Kids, and Hollister in Braze, using segmentation, personalization, and A/B testing to increase engagement rates.
- 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. While also utilizing Figma for our designs.
- Successfully created customer journey projects such as first-time buyer email automation campaigns & engaging and reactivating past denim customers for the holiday season.
- Responsible for monitoring campaign performance using metrics such as click-through rates, repeat engagement, lifetime customer value, 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

- Managed updates to all Beth Israel Lahey Health webpages within Sitecore 10, ensuring accuracy and consistency across multiple hospital sites.
- Played a key role in the largest hospital merger in the country at the time, updating 150+ webpages with redesigned layouts, new provider information, and revised hospital details.

Animal Equality | Digital Marketing Coordinator | Remote | Full Time

Oct 2022 – Jan 2023

- Built automated workflows, lead nurturing sequences, and scoring models in HubSpot to improve supporter engagement and retention.
- Supported digital campaign efforts, including a Facebook ad campaign that generated over 146,000 petition signatures from US citizens.

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

June 2021 – Jan 2023

- Leveraged HubSpot dashboards and analytics to track campaign performance, delivering insights that informed marketing strategy.
- Designed and executed the organization's first digital marketing funnel, including Facebook ads, retargeting campaigns, and a dedicated landing page, successfully driving new in-store customer traffic.

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

Actionable AI in Marketing Certified

Harvard University – Future Proof with AI – Feb 2026

CERTIFICATES:

Lifecycle Marketing Theory Certified

HubSpot Email Marketing & SEO Certified

Healthcare Marketing Certified

Adobe After Effects Certified

Semrush Advanced Content Marketing Certified

Google Analytics (GA4) Certified