

# MATT MCGOVERN

[mattmcgovernmarketing@gmail.com](mailto:mattmcgovernmarketing@gmail.com) | +1-774-276-6923 | [LinkedIn](#) | [Portfolio](#) | [GitHub](#) | [Resume](#)  
[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 | Email Developer - CRM & Lifecycle Marketing | 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.
- 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.
- 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*

- 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.
- Managed content creation and publishing calendars for Instagram and Facebook, increasing community engagement and brand awareness.

### 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