

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: Oracle Responsys, Mailchimp, Cordial, HubSpot, Braze
Other: Sitecore 10, Semrush, API Integration, A/B Testing, Data Analysis

PROFESSIONAL EXPERIENCE:

Abercrombie & Fitch | Email Developer | 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 led our kids' team through a software migration from Oracle Responsys to Cordial that required IP warming, sending emails using both software programs for a duration of time, and gradually increasing our send to full time using Cordial.
- Creating daily push notifications for all brands including A&F Adults, A&F Kids, and Hollister. This was previously done on the platform Braze but migrated over to Cordial along with the email campaigns since.
- 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