**Steve Mathew**

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(516)474-5654, stevemathew516@gmail.com

EDUCATION:

York College, CUNY   
 B.A Marketing Management

PROFESSIONAL EXPERIENCE

Townsquare Media-

*Programmatic Account Manager* January 2020-Present

*Associate Programmatic Account Manager* January 2019-January 2020

* Created and implemented Google Analytics processes throughout the whole company
* Created different ways to track conversion campaigns for both search and social.
* Provided pre-sales and post-sales support to the Sales team
* Created media plans that support campaign and advertiser objectives, as well as those of the overall department.
* Analyzed areas within the sales/planning workflow that can be improved, create process enhancements that

eliminate any bottlenecks or barriers to entry

* Ensured all campaign deliverables are met and all media placements are on pace and deliver in full, optimizing when needed
* Supported the local digital sales team in developing strategic media plans in the response to RFPs, specifically

related to Audience Extension, and advance audience targeting.

* Use our DSP's to set up, manage and track our current campaigns
* Coordinate with sellers on development of renewal strategies based on client/program insight

SmartAge - *Digital Marketing Strategist* March 2018-December 2019

A Google Premier Partner; Providing strategic recommendations and implementation for small to medium businesses.

* Google Search (PPC) & Display
* Facebook brand & direct response marketing
* Email marketing (MailChimp)
* SEO & content creation
* Web builds & optimization
* Managed over 70 Accounts and advised them on their digital marketing needs.

Sprint- *Marketing Intern* May 2017-August 2017

* Supported the marketing team in daily administrative tasks
* Assisted in marketing & media promotional activities such as social media and planning events
* Performed market analysis & research, including secret shopping competitors  
  & distribution; assist with preparing promotional presentations
* Helped create a list of regional and local events and festivals that would help increase customers

Camino Public Relations*- Public Relations Intern* August 2016-December 2016

* Researched current and relevant social justice narratives
* Conducted analytical research on current media narratives surrounding reproductive health, religion, prison reform, and gun violence
* Managed media monitoring and the upkeep of databases and spreadsheets for trackingAnalyzed and transform research strategies

**Certifications/Awards**

* Google Adwords Certification
* Google

Analytics Certification

* Facebook Blueprint Awards

Skills:

* Certificate in Google AdWords
* Google Tag Manager
* Strong Knowledge of Google Analytics
* Knowledge of Google Marketing Campaigns (PPC, Display, Retargeting, SEO)
* Facebook/Instagram Posting/Boosting
* MailChimp
* Hubspot/Salesforce Knowledge