

MATT ERICKSON

MEETMATTERICKSON.COM

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Sr. Marketing & Creative Executive | Webby Award Winner | Becker's Health Top 10 Finalist | Growing brands across healthcare startups and Fortune 500s - including Microsoft & Amazon. Visit meetmatterickson.com to view my full portfolio, or watch a quick video about my services at www.bit.ly/erickson-overview. Let's connect!

15+ YEARS EXPERIENCE

10+ Years in Agency Consulting

5+ Years in Digital Healthcare

MARKETING DIRECTOR

RECURO HEALTH

WWW.RECUROHEALTH.COM

REMOTE

Direct and manage all marketing campaigns and processes spanning strategy, optimization, and growth opportunities. Developed and deployed marketing campaigns to 3 million+ customers by leveraging both leadership and team management strategies for a cross-functional team of content writers, graphic designers, and digital marketers. Managed and optimized diverse communication channels with 200K+ monthly email touchpoints and promoted brand awareness through SEO, social media, automated emails, press media communications, and PPC advertising.

- **Marketing Strategy:** Analyze industry trends and consumer behavior to identify opportunities and stay ahead in the market; leverage various digital channels including social media, PR, content marketing, SEO, email marketing, and PPC advertising to enhance brand visibility and engagement.
- **Project Management:** Manage multiple marketing and cross-functional projects simultaneously by using agile and Scrum methodologies, ensuring timely and successful outcomes within budget, and showcasing adaptability to shifting priorities in a fast-paced environment.
- **Creative Direction & Creative Strategy:** Drive brand presence and audience engagement, create visual identity and branding, direct team members and individual contributors on projects, weave together design and marketing strategy, craft strategic PR campaigns, and develop marketing collateral.
- **Innovation & Creativity:** Spearhead cutting-edge marketing campaigns to push the boundaries of creativity and drive brand differentiation within highly competitive markets. Generate innovative ideas, resulting in growth initiatives that captivate target audiences and elevate brand visibility.
- **Multi-Channel Campaigns:** Develop and execute comprehensive marketing strategies to drive engagement and sales for a diverse portfolio of products, create comprehensive multi-channel campaigns, ensure effective messaging and brand consistency, define and manage the customer journey, A/B test, and optimize and improve performance.
- **Marketing Analytics & Market Research:** Leverage data to enhance marketing strategies and drive business success, identify industry trends and consumer behavior, optimize marketing efforts and improve overall performance by leveraging data analysis.

MARKETING DIRECTOR

COMPETITIVE HEALTH

WWW.COMPETITIVEHEALTH.COM

REMOTE

Developed an engagement strategy for the company's products, enabling their partner network through educating and empowering third-party sellers to effectively market and re-sell to their customers, resulting in increased sales revenue year over year. Implemented multi-channel communications, PR distributions, and effective marketing campaigns while continuously monitoring and optimizing, leading to improved ROI. Emphasized a data-driven approach, leveraging metrics to ensure a results-oriented marketing strategy.

- **Business Growth:** Positioned brand for market acquisition, resulting in 14M+ profit & INC500 award.
- **Art Direction:** Developed and executed comprehensive brand management and marketing strategies to drive engagement and sales for a portfolio of 40+ products while directing a team of designers.
- **Channel Communication:** Crafted internal and external communications strategies and ensured seamless delivery of compelling member-facing content. Utilized diverse communication channels, such as SMS, targeted video ads, and email marketing, to foster strong customer and brand loyalty.
- **Leadership and Team Management:** Lead creative and marketing teams, mentored employees on industry best practices, created a collaborative environment for diverse teams and stakeholders to drive successful project outcomes, lead and managed complex projects from inception to completion, and ensured deliverables met high-quality standards and deadlines.
- **Market Analysis:** Leveraged competitor analysis to craft content around product marketing differentiators. Utilized HubSpot, ConstantContact, and ZoomInfo to gather audience insights and manage the customer journey. Made data-driven decisions based on A/B market testing.



SKILLS & EXPERTISE

CREATIVE DIRECTION

Creative vision and strategy, developing strategies designed to align with a brand's identity and objectives, inspiring teams to achieve high-quality creative work, fostering cross-functional collaboration between teams and stakeholders, leveraging branding expertise, streamlining creative operations, problem-solving complex challenges, and making informed decisions under pressure.

MARKETING STRATEGY

Crafting marketing strategies that align to business objectives, analyzing market trends, optimizing campaigns based on KPIs, making data-driven decisions, evaluating competitors, devising comprehensive long-term plans to achieve exponential growth, encouraging peak performance in direct-reports, and creating public relations campaigns to promote visibility.

PROJECT MANAGEMENT

Utilizing agile and Scrum frameworks, delegating tasks, setting clear expectations, developing well-structured plans to achieve project objectives, communicating with teams, stakeholders, and clients, analyzing and breaking down project requirements, identifying risks and formulating mitigation strategies, managing stakeholder expectations and resolving conflict, and ensuring projects are completed within budget. Certifications: Certified Scrum Master (CSM, 2019)

EDUCATION

- UC Irvine Film & Media, BA
- Merage Business School Business Management

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meetmatterickson.com



NOW
- 2022

2022
- 2021

CREATIVE MARKETING MANAGER

AMAZON: AWS

AWS.AMAZON.COM

CONTRACT

Led and executed the visual identity for AWS re:Invent events multiple years in a row. Created distinct event branding and fresh marketing campaigns to drive awareness and attendee registrations. Secured several multi-year contracts with Statement of Work (SOW) values exceeding \$2M by building strong relationships with senior leadership. Collaborated effectively with the AWS team led by Luis Soto and Paula Militaru.

- Brand Strategy and Brand Management: Developed and executed brand strategies to increase event awareness and attendee registrations, branded identity initiatives for major events including AWS re:Invent for 2016, 2017, and 2019. Collaborated with cross-functional teams including app devs, account managers, and sales to deliver meaningful content and maintain brand continuity.
- Data-Driven Decision Making: Analyzed marketing data and extracted valuable insights to optimize email campaigns, improve PPC, move target audience through the sales funnel and drive results.

CREATIVE DIRECTOR

MICROSOFT

WWW.MICROSOFT.COM

CONTRACT

Drove growth and innovation across various Microsoft teams, including Partner Network, Dynamics, MSN, and Azure DevOps by leveraging expertise including project management, front-end development, and UX design. Collaborated with Microsoft stakeholders on branding for high-profile industry events including Microsoft MIX, BUILD, TechEd, and ImagineCup, earning recognition through performance awards.

- UI/UX Design: Led the cross-functional development and product team for multiple Microsoft projects and served as the subject-matter expert in UX design. Managed technical development for front-end dashboards and created user interfaces for widely used Microsoft applications.
- Client Relationship Management: Built and maintained strong relationships with key clients throughout the 10-year engagement with Microsoft, resulting in repeated successful project collaborations and events. Created new connections as clients moved within the Partner Network.
- Budgeting and Resource Allocation: Tracked time and resources with ticketing systems while also leveraging CRM tools such as HubSpot, WordPress, SendGrid, Cognito Forms, and ActiveCampaign.

CREATIVE DIRECTOR

EXSILIO SOLUTIONS

WWW.EXSILIO.COM

IRVINE, CA

Creative Director with a decade of agency expertise, leading art direction and creative operations for Exsilio Solutions' marketing division. Successfully managed a diverse team of designers, marketing experts, project managers, account managers, and consultants, promoting a collaborative atmosphere through effective communication and personalized mentoring. Implemented various operational improvements, including the introduction of online ticketing systems, automated invoicing, and time tracking tools, resulting in increased productivity and profitability. Adopted Agile and SCRUM methodologies, utilizing sprint planning to optimize resource allocation, task prioritization, and workload capacity, leading to the delivery of impactful results. Technical experience includes UI/UX, branding, creative direction, account management, and web design.

10YR AGENCY TENURE

POSITIONS / PROMOTIONS

2019 - 2021	Creative Director
2015 - 2018	Creative Marketing Manager
2013 - 2015	Senior UX Designer
2011 - 2013	UX Designer

- Contract Negotiation: Negotiated contracts and drafted Statements of Work (SOWs), with projects valued at over \$6M. Pitched RFPs and met with prospective enterprise clients to win new contracts.
- Account Management: Built and maintained strong relationships with clients and stakeholders by ensuring their needs and expectations were met. Identified project objectives, prioritized client needs and balanced that within an agreed timeline and budget. Cultivated relationships for repeat business and referrals, and expanded client base by attending industry networking events.
- Adobe Creative Suite: Extensive knowledge in all graphic design solutions including Illustrator, Photoshop, InDesign, After Effects, Adobe XD, Figma, HTML5, CSS3, Bootstrap, and WordPress.
- Digital Marketing: Drove impactful results through innovative strategies and data-driven insights. Created social media graphics, content and engagement strategy. Set up SEO on all client websites to increase awareness. Created personalized email marketing campaigns and PPC advertising.
- CRM Automation: Consistently researched and tested high-performing marketing automation tools, such as HubSpot, to streamline processes and enhance marketing efficiency.

PROJECT MANAGER

ORANGE STUDIOS

WWW.ORANGESTUDIOS.COM

REDMOND, WA

Orchestrated the launch of a start-up coworking space. Developed comprehensive cross-functional work-back schedules, estimated team capacity, and leveraged agile work methodologies to ensure timely delivery. Managed the on-site installation of various graphic assets including custom wall murals and exterior signage. Proficient in planning/executing PR events & drafting press releases.

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APPENDIX

AWARDS, CERTIFICATIONS & LINKS

■ Webby Recipient	bit.ly/erickson-webby
■ HTML/CSS Certified	bit.ly/erickson-html
■ ScrumAlliance, CSM	bit.ly/erickson-csm
■ Resume	bit.ly/erickson-resume
■ Portfolio	bit.ly/erickson-portfolio
■ LinkedIn	bit.ly/erickson-linkedin
■ Video Overview	bit.ly/erickson-overview

TECHNICAL SKILLS

■ Creative Suite	Adobe CC
■ Web Design	Bootstrap / WP / HTML5 / CSS3
■ Logo Design	Illustrator / Photoshop
■ UX Prototyping	Adobe XD / Figma
■ Print Design	InDesign / Acrobat
■ Exec Presentations	PPT / Keynote / Prezi
■ Video Editing	Premiere / After Effects
■ Google Analytics	AdWords / TagManager
■ Email Marketing	MailChimp / CC / SendGrid
■ CRM Platforms	HubSpot / Salesforce
■ Lead Prospecting	ZoomInfo / Outreach.io

CLIENTS & COLLEAGUES

Sharayah Mitchell Exsilio Marketing Manager	contact@heysharayah.com (909) 257-1874
John Halsey Chief Growth Officer, Recuro	johnhalsey@gmail.com (205) 908-0400
Kim Darling CEO, Competitive Health	kdarling127@gmail.com (949) 303-8323
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