

# MATTHEW CAMPBELL

DIGITAL MARKETING SPECIALIST

## SKILLS

### CONTENT MANAGEMENT

MailChimp, Wordpress, Drupal, Umbraco, A/B testing, BSD Tools, NGP-VAN, Salsa

### WEB

Google Analytics, Hubspot Inbound Certification, HTML 5, CSS 3, jQuery, Javascript, responsive design

### SOCIAL

Hootsuite, Buffer, Instagram, Facebook, Snapchat, Twitter, social media management, growth hacking

### ADOBE & DESIGN

Photoshop, Illustrator, Premier, After Effects, photography, videography, logo design

## EDUCATION

### ELON UNIVERSITY

BA Political Science  
Minors: History & Economics  
Jan. '12

### AMERICAN UNIVERSITY

Campaign Management Institute  
Jan. '13

## INTERESTS

SKIING PHOTOGRAPHY  
FLY FISHING CYCLING

DENVER,  
COLORADO

## EXPERIENCE

### Digital Marketing Director

**BENNET FOR COLORADO - 2016 SENATE CAMPAIGN** Feb '16 - Dec '16

- Managed online marketing strategy, a deputy digital director, and two agency teams for the top incumbent Senate race of 2016
- Oversaw a \$1 million digital marketing budget, including display, social, and pre-roll
- Created action-oriented videos, graphics, and copy that engaged key demographics
- Designed and implemented email marketing program to raise over \$2.4 million and grew email list to over 330,000 people
- Project-managed a successful website design, build, and launch
- Produced 12-part "Working For Colorado" video series

### Digital Director

**US SENATE - THE OFFICE OF SEN. MICHAEL BENNET** June '15 - Jan. '16

- Designed email marketing program and created evergreen sharable content to ensure engaging contact with constituents
- Managed web CMS in collaboration with web development team to optimize UI and and improve UX
- Created content that organically earned 5.5 million impressions on Twitter and reached 839,652 on Facebook

### Digital Content Manager

**IT'S ON US - WHITE HOUSE PARTNER (CAP)** Feb. '15 - June '15

- Developed comprehensive digital messaging and strategy to raise awareness of sexual assault on college campuses
- Organically grew Facebook likes 245% and Twitter followers 243%
- Redesigned landing pages to optimize conversation rates
- Created content that reached a weekly average of 30,606 on Facebook and 847,513 on Twitter

### Deputy Digital Director

**FRIENDS OF MARK WARNER - SENATE CAMPAIGN** Feb. '14 - Nov. '14

- Raised \$1.28 million while growing and developing an email list of over 220,000 prospects
- Ran A/B testing to optimize digital marketing efforts
- Designed and coded responsive microsites that garnered over 5,000 unique impressions
- Developed and executed social media rapid response plan for major events like debates and Election night

### Digital Director

**TRANSITION OFFICE OF GOVERNOR-ELECT MCAULIFFE** Nov. '13 - Jan. '14

- Managed a five person developer team and oversaw the development, testing and launch of the Governor's official website

### Digital Marketing Assistant

**TERRY MCAULIFFE FOR GOVERNOR**

Feb. '13 - Nov. '13

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