

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 Consultant

EVERGREEN CONSULTING LLC

Jan '15 - Current

- Work with clients to create and execute effective digital marketing plans

Digital Marketing Director

BENNET FOR COLORADO - 2016 SENATE CAMPAIGN

Feb '16 - Dec '16

- Managed online marketing strategy, a deputy 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
- Used polls, surveys, online ad results, and A/B testing to optimize message efficacy and improve user retention
- Controlled branding and brand assets across traditional and digital mediums
- Created action-oriented videos including 12-part "Working For Colorado" series, graphics, and copy that engaged key demos
- 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

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 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

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