

MATTHEW T. SULLIVAN

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Summary

Self-motivated, entrepreneurial, and enthusiastic digital marketer searching for an established company or startup that I can help take to the next level through hard work, business strategy, and development.

Education

Bachelors of Business Administration 12/08
Middle Tennessee State University Murfreesboro, Tennessee
Major: Marketing Minor: Business Administration Overall GPA: 3.3/4.0

Experience

Client Services Manager 01/11-Present
Moontoast Nashville, Tennessee

- Work closely with clients to develop and implement successful social commerce campaigns using Moontoast products
- Create documentation, blog posts, and videos for social commerce Best Practices
- Use client feedback and experience to develop ideas for product roadmap
- Work with development team, design team, and senior management to create new product features and updates based on client data

Director, Marketing & Ad Operations 05/09-09/10

Marketing Manager 01/08-04/09

Video Editor 08/07-12/07

MyOutdoorTV.com Franklin, Tennessee

- Worked directly with CEO on company initiatives, strategies, and campaigns
- Worked directly with upper management and development on building traffic to 300,000+ visits and 1 million page views per month through research, site design, and marketing
- Directed site rebuild including wireframing, new site taxonomy, SEO strategies, and navigational structure
- Developed and managed daily e-mail campaigns; built custom HTML templates, A/B split-tested subjects, and used results to make adjustments
- Developed and managed pay-per-click ad campaigns; cut average cost-per-click by 67% while driving best quality traffic in terms of key metrics
- Developed and managed social media accounts; created Facebook Fan Page and Twitter account, scheduled updates based on seasonal content, drove quality traffic to site and contest promotions
- Communicated with ad sales and advertisers on campaigns; managed ad creatives, implementation, campaign setup, pacing, and reporting
- Responsible for day-to-day and monthly ad-serving reports, site analytics, evaluation, and troubleshooting
- Provided strategic recommendations based on site data, visitor engagement, ad reports, and campaign results