

Matthew Shearon

Leader | Marketer | MBA

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QUALIFICATIONS SUMMARY

My experience includes managing integrated marketing strategies for companies while reporting to senior management. As an energetic individual with analytical skills, I desire a managerial role in a large organization where I can utilize my marketing leadership talent to provide value to my employer and team.

EXPERIENCE

Director of Marketing, 18/10 Labs; Telecommute, Timnath, CO 2018 - Present

I report to the company President and provide guidance from an experienced marketing and customer oriented viewpoint. Across marketing channels, I am responsible for customer messaging, brand strategy, tracking, testing, and execution of the website, marketing emails, advertising, and the marketing budget.

- Manages search engine marketing and content calendar for company blog
- Advises Development Team on search engine optimization best practice implementation
- Consults with clients regarding minimum viable product market feasibility
- Conducts market surveys, competitive analyses, and importance-satisfaction analyses

Digital Marketing Manager, Scott's Marketplace; Scottsdale, AZ 2015 - 2018

- Assisted campaign managers, customer experience department, and CEO in data analysis
- Managed PPC / PPV digital video, display, paid social media, and paid search campaigns
- Managed shopping campaigns via curation of 50K+ products through programmatic shopping feeds
- Increased monthly year-over-year paid search ecommerce transactions by 51%
- Worked with UX team on product page design Test and Control experiment via usertesting.com
- Worked with CEO on Pro-forma modeling and venture capital presentation

Sr. Internet Marketing Specialist, Universal Laser Systems; Scottsdale, AZ 2010 - 2015

- Managed internal resources and outside agencies in the execution of digital marketing programs
- Worked cross-functionally to oversee online marketing initiatives of new product launches
- 11X improvement in search engine marketing quarterly goal funnel conversion rate
- Increased goal conversion rate 280% in first year of management
- Increased total visits to website 32% in first year of management and 40% in second year
- Oversaw strategic development of multi-lingual, multi-TLD, database driven website targeting international customers in over 20 countries while training team in adoption of agile scrum framework

Interactive Marketing Specialist, I-ology; Scottsdale, AZ 2009 - 2010

Email Communications Specialist, I-ology; Scottsdale, AZ 2008 - 2009

Internet Marketing Producer, I-ology; Scottsdale, AZ 2007 - 2008

- Executed tactics for agency clients including email, SEO, PPC, social media, and landing pages
- Achieved 43% reduction in pay-per-click costs with a 4.45% increase in conversions in first month of management of Phoenix Children's Hospital's campaign
- Consulted with and made recommendations to clients regarding potential ecommerce solutions

Sole Proprietor, Desert Online Systems; Mesa, AZ 2006 - 2007

- Founded marketing services company offering website and online store management

Internet & Inventory Manager, Saddleback RV; Irvine, CA 2004 - 2006

- Obtained 27% increase (within one year) in customers who used the website in the buying process
- Achieved 60% increase (in one year) in visits to company website without the use of pay-per-click ads
- Took weekly physical inventory of over \$14MM audit and reconciliation

Content Manager, Supreme Anime Productions; San Diego, CA 2004

Sales Office Assistant, The Pennysaver; Mission Viejo, CA 2003

HR & Accounting Assistant, Irvine Photo Graphics; Irvine, CA 2002

Office Automation Project Intern, OC Social Services Agency; Santa Ana, CA 2001

Internship, T&O Advertising; Interactive Dept.; Irvine, CA 1999

EDUCATION

- Master of Business Administration, Emphasis in Marketing, W. P. Carey Professional Evening Program Arizona State University, May 2014
- Effective Communications & Human Relations/Skills for Success Dale Carnegie Training of Arizona, August 2011
- Bachelor of Business Administration, Emphasis in Marketing, Philosophy Minor University of San Diego, May 2004
- International Baccalaureate Full Diploma Graduate Santa Margarita Catholic High School, May 2000

Skills / Strengths

HTML, CSS, PHP, MySQL, JavaScript, Git, Google Ads Scripts, Google Ads Editor, Angular JS, jQuery, Adobe CS, QuickTime, MS Office, PowerPoint, SharePoint, Codelgniter, Email Marketing, SEO, Paid Search Marketing, Social Media, MOZ, Marketing Analytics, A/B Testing, JIRA, Scrum framework, Bootstrap, Reporting

Accomplishments

- Intel Case Competition Winner 2014
- Beta Gamma Sigma Honor Society 2014
- Dale Carnegie Training Breakthrough Award 2011
- Google Analytics Qualified Individual 2010
- Google AdWords Qualified Individual 2009
- University of San Diego Student Life Contribution and Leadership Award 2004
- Eagle Scout May 2000

Analytics Software

- Google Analytics (12+ yrs)
- Google Optimize
- Google Data Studio
- Google Tag Manager

Content Mgmt. Systems

- Convio / GetActive
- Drupal
- PHP Fusion

Email Marketing Apps.

- Campaign Monitor
- ConstantContact
- Salesforce Marketing Cloud
- SendGrid
- VerticalResponse

Online Advertising

- Baidu
- Bing Ads
- ChannelAdvisor
- DirectIndustry
- Facebook
- Google Ads (12+ yrs)
- Engineering360
- NexTag
- ThomasNet

Webmaster Tools

- Bing Webmaster Tools
- Google Search Console (12+ yrs)