J. Mathews

jmathewsseattle@gmail.com
(650) 336-0547

Experienced SEO with organic search, SEM/PPC, social media and digital marketing (including mobile) expertise seeking a challenging role within a growing company. Experience working within in-house and agency environments.

Accomplishments

- Increased traffic by 85% and provided over 87% of the revenue over a 2 year period for a website generating over $3M annually.
- Managed multi-national PPC campaign with budget of $60,000 - $100,000 per month.
- Achieved #1-3 positions for critical keywords within consumer (including social media) and B2B.
- Increased traffic resulting in ~54% of rev using local search terms (mobile-first and desktop).
- Maintained a budget that exceeded $250k monthly spend on ~250,000K keywords per channel (Bing, Google, Yahoo).
- Developed an automated keyword system bringing company into the black.
- Maintained ~$3M annual budget across Germany, France, UK and Australia.
- Increased conversion rate by +20% to drive higher lead volume with no increase in monthly spend.
- Increased YoY sales by 151%.
- Created lead generation program for B2B sales using gated forms, resulting in successful email nurturing campaigns.
- Managed multivariate and A/B testing for paid search/landing page optimization.
- Managed team of up to 10 direct reports.
- Worked as individual contributor and as key team player.
- Effective communication across teams.
- Developed and continued reassessing strategies to drive growth across channels.
- Created a roadmap of initiatives and defined strategic objectives.
- Developed the specifications for concrete actions/projects.
- Worked with engineering team in Agile environment to execute initiatives.
- Measured, analyzed, and reported on results.
- Communicated performance and status to various stakeholders regularly.
- Improved communications and drive synergies with teams and external stakeholders.

Experience

Jenn Mathews Consulting – Consultant and CEO	2014-present
ADP - Product Manager (usedcars.com SEO, SEM, Social Media, Analytics)	2012-2014
Vertafore – Online Marketing Manager	2010
Winshuttle - Director of Online Marketing	2009
Wappow – Founder	2009-2013
Smartsheet - Sr. Director of Marketing	2008
Concur Technologies - Sr. Online Marketing Specialist	2007-2008
Classmates.com – SEO Manager	2006-2007
Visible Technologies – SEO Manager	2004-2006

Core Competencies

Search Engine Optimization (SEO)	Search Engine Marketing (SEM)	Webmaster Tools	Google Analytics
Moz	Excel	Paid natural search marketing	Retargeting
Google Analytics	Omniture	Adwords	Adobe Programs
CSS, HTML, PHP, .asp, SQL	Responsive Design	Digital Marketing Strategy	People Leadership
Digital Analytics	Budgetary Analysis	Content Management Systems (CMS)	A/B - Multivariate Testing
Digital Funnel	Increase Conversion Rate	Direct Web Marketing Initiatives	Performance Enhancement