

# Matt Akins (ay-kins)

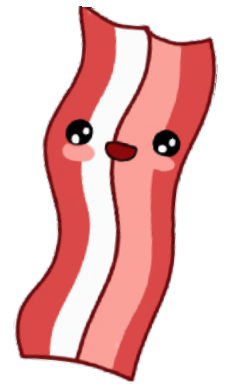
## Marketing Leader

Based in Seattle. Prefer remote or hybrid. Open to relocation.

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11 years of experience building and leading high-performance marketing teams, building landing pages, crafting and executing global marketing strategies and campaigns, and fostering cross-functional collaboration. Ready to drive results for your business.

View portfolio, cover letter, and references at [matt.buzz](https://matt.buzz)



Just remember –  
"Akins brings the **bacon!**"

### Skills

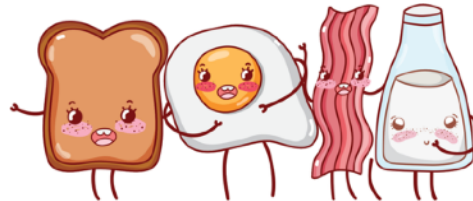
marketing automation      HTML / CSS / JS  
content marketing      landing page design  
email marketing      graphic design  
Facebook / YouTube ads      video production  
copywriting      audio production

### Tools

MailChimp      Adobe Suite      Squarespace  
HubSpot      Microsoft Office      Stripe  
WordPress      Sketch      ActiveCampaign  
Shopify      Google Analytics      Final Cut Pro  
LeadPages      Google Tag Manager      Logic Pro

### Hubspot Certification | 2017

Certified by Hubspot for using their software and leveraging their inbound marketing methodology.



### Experience (10+ years)

#### Digital Marketing Manager | Dec. 2022 – Feb. 2024 (Laid off due to downsizing)

##### Card Kingdom

- Oversaw SMS, email, and social media marketing at a \$100M organization.
- Directly managed the digital marketing team and collaborate with a cross-functional sales & marketing team.
- Generated over \$250 million in promotional revenue.
- Served as a key personal development leader for the company, training the team and executive suite.

#### Co-Founder, Marketing Manager | Mar. 2017 – May 2023

##### Find Your Feminine

- Founded a part-time life coaching business.
- Leverage Facebook ads to sell relationship coaching to single people.
- Generated over 800 leads at an affordable cost through Facebook ads.
- Have had a number of one-on-one coaching consultations as a direct result of the ads.
- Built out a custom website and checkout solution in WordPress.

#### Marketing Manager | Mar. 2021 – Jan. 2022

##### Ayush Herbs

- Helped increase Amazon sales by 10%.
- Rebuilt Shopify store for consumer-facing brand. Grew retail site sales by 13.83% year-over-year.
- Managed a marketing team. Managed hiring. Streamlined department by outsourcing key roles.
- Produced and launched YouTube ad campaigns for key products.

## Experience (cont.)

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### Marketing Manager | Dec. 2019 – Mar. 2021

#### Stocked

- Helped grow business from \$1M to \$1.75M in annual revenue.
- Rebuilt Shopify stores for 3 brands from scratch – Stocked Wholesale, Stocked Retail, and Mustard and Co.
- Managed accounts in the food retail space and delivered great customer service.

### Marketing Director | Oct. 2017 – Oct. 2018

#### ABC Legal

- Served as Marketing Director for a company with over \$50 million in annual revenue and over 250 employees.
- Marketed process serving services to law firms across the country.
- Led the migration away from Salesforce to HubSpot CRM to take advantage of marketing automation features.
- Overhauled our contractor hiring process to use automated email followup and stage-based tracking.

### Marketing Contractor | Aug. 2017 – Oct. 2017

#### FitLife

- Worked with an ecommerce brand to optimize their Shopify store and build out Facebook ad campaigns to generate over 1,500 leads at \$0.65 each.

### Sales Development Representative | Jul. 2016 – Mar. 2017

#### Showroom Logic

- Sent over 12,000 lead-gen emails to 1,000+ automotive dealers across the US. Showroom Logic has since become a part of PureCars.

### Marketing Contractor | Feb. 2016 – Jun. 2016

#### GoodFunnel

- Promoted marketing agency services. Developed client content.

### Co-Founder, CMO | Feb. 2016 – Jun. 2016

#### Palette

- Delivered results by boosting an app to a Top 25 overall rank in the US iPhone App Store.

### Marketing Contractor | Nov. 2015 – Mar. 2016

#### EVELO Electric Bicycles

- Focused on growth and outreach for an electric bicycle company.

### Mobile Technician | Sep. 2014 – Oct. 2015

#### Apple

- Fixing broken devices and repaired relationships with customers.

### Marketing Contractor | Oct. 2013 – Mar. 2014

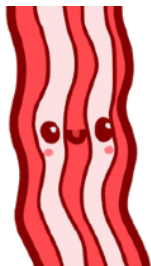
#### NANA Development Corporation

- Developed marketing strategy for a billion-dollar holdings company.

### VP of Strategy | Jan. 2012 – Dec. 2012

#### SimplySocial

- Developed social media strategy for corporate clients.
- Maintained internal PR.



View more at [matt.buzz](http://matt.buzz)  
Cover Letter | Portfolio | Experience