

Matt Akins (ay-kins)

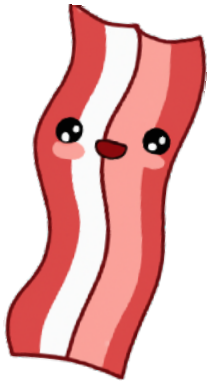
Marketing Director / VP

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

(206) 234-5786 | matt@matt.buzz | [linkedin.com/in/matthewakins](https://www.linkedin.com/in/matthewakins)

10 years of experience managing teams, building landing pages, customer acquisition funnels, marketing automation sequences, and e-commerce stores. Strong leader laser-focused on customer experience and revenue. **Ready to drive results for your business.**

View portfolio, cover letter, and references at matt.buzz



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

Skills

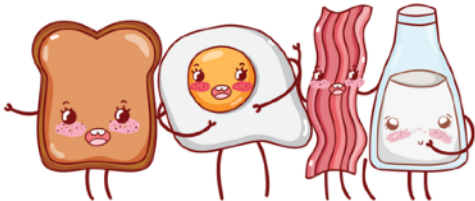
marketing automation	HTML / CSS / JS
content marketing	landing page design
email marketing	graphic design
Facebook / YouTube ads	video production
copywriting	audio production

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 – Present

Card Kingdom

- Oversee SMS, email, and social media marketing at a \$100M organization.
- Directly manage the digital marketing team and collaborate with a cross-functional sales & marketing team.
- Generated over \$250 million in promotional revenue.
- Serve 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.)

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

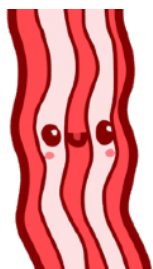
NANA Development Corporation

- 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

Cover Letter | Portfolio | Experience