

# Matthew Sims

## Digital Marketer

Experienced digital marketer seeking to leverage my technological skills and self-starter attitude to implement your marketing strategy.

## Experience

### 2019-04 - present **Digital Marketing Coordinator**

*Escalade Sports*

#### Responsibilities

- Manage PPC advertising across Google, Bing, Facebook and Amazon.
- Set up analytics tracking and reporting for multiple eCommerce websites.
- Manage email marketing automations.
- Perform on-page and off-page SEO.
- Manage website content through internal CMS.

#### Achievements

Implementation of analytics reporting for a dozen eCommerce brands across D-to-C websites and various marketplaces such as Amazon.

### 2016-01 - 2019-04 **Digital Marketer**

*Self-employed/Freelance*

#### Responsibilities

- Design visually appealing websites using WordPress.
- Implement marketing automation and lead nurturing processes.
- Convert website visitors into paying customers.
- Perform competitor and market analysis.
- Execute technical SEO audits.
- Conduct keyword research and implement content strategies.
- Standardize marketing activities with process documentation.
- Manage relationships with freelance workers.

#### Achievements

Multiple first-page ranking positions for local and national campaigns.

## Education

### 2019-05 - 2020-07 **University of Southern Indiana**

MBA, Data Analytics

### 2014-08 - 2018-05 **University of Southern Indiana**

BS, Marketing

Minor: Computer Science

### 2014-08 - 2018-05 **University of Southern Indiana**

BS, Computer Information Systems

Minor: Web Development For Enterprise

## Certificates

2018-11 Google Analytics Individual Qualification

2019-01 Google Ads Search Certification

## Personal Info

### Address

9440 Hartwell Dr  
Evansville, IN 47725  
USA

### Date of birth

1990-10-29

### Phone

812-589-7580

### E-mail

contact@matthewsims.net

### Skype

live:contact\_89620

### Website

matthewsims.net

### LinkedIn

linkedin.com/in/matthew-david-sims/

## Skills

Web Design



Email Marketing



Web Analytics



Paid Advertising



## Technology

Google Analytics

Google Tag Manager

WordPress

Mailchimp, ActiveCampaign etc..

Ahrefs, SEMrush etc..

## Attributes

Good Communicator

Team Player

Hard Worker

Fast Learner