

MAXWELL MATSON

Strategic Marketing Leader & Digital Growth Expert

Profile Summary

Accomplished marketing executive with expertise in leading comprehensive marketing strategies and digital transformations. Proven track record of driving growth in B2B and B2C environments through data-driven, content-rich campaigns. Expert in SEO, PPC, and multimedia content creation, blending analytical prowess with creative acumen for sustainable competitive advantages.

Skills

- Strategic Marketing Planning
- Team Leadership & Development
- Digital Content Creation
- SEO and SEM Expertise
- PPC Campaign Management
- Data Analysis and Insights
- CRM & Email Marketing
- Social Media Management
- Influencer Campaigns
- Brand Positioning
- Go-To-Market Strategy
- Agile Methodologies
- Conversion Optimization
- UX & Website Optimization

Software Stack

- Google Analytics 4, Tag Manager, Data Studio
- TikTok, Instagram, YouTube, LinkedIn, Twitter, Reddit
- Facebook, TikTok, LinkedIn, Google, YouTube Ads
- Klaviyo, HubSpot, Mailchimp, Constant Contact
- Figma, Photoshop, Procreate, Adobe Illustrator
- Coda, Notion, Dropbox, Google Drive
- Logic, Garageband, Zencaster, OBS
- Adobe Premiere, After Effects, Final Cut Pro

Education

Miami University | BS

Economics,
Minor in Creative Writing
Senior Service Leadership
Award (2018)

Contact

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Work Experience

PlayerZero AI (ATL, GA) | Head of Marketing

September 2022 - April 2024 (Link to the case study for PlayerZero [here](#) & for Future of Product [here](#))

- Led go-to-market strategy for new AI product, achieving #1 on Product Hunt.
- Increased daily site traffic to 2,000+ visitors through SEO and content marketing.
- Managed multi-channel lead generation, boosting conversion rates significantly.
- Executed GTM transformation from product-led to sales-led approach.
- Produced podcasts, blogs, and newsletters, generating over 1,000 qualified leads and several million dollars in pipeline value.

APOLLO CREATIVE (DEN, CO) | Director of Marketing

April 2021 - September 2022 (Link to the case study [here](#))

CLIENT: The DC Environmental Film Festival

- Boosted festival pass sales by 62% through targeted social media and video campaigns.
- Optimized website for SEO and UX, increasing web traffic by 57%.
- Managed PPC campaigns, enhancing brand visibility and engagement.
- Increased Instagram followers by 147% in 5 months through strategic campaigns.

MATSON ENTERPRISE | Founder/Head of Marketing

July 2020 - Present

- *Documentary Marketing* - boosted public profile of "ZIP Code Matters," achieving multiple film festival awards and acceptances.
- *Digital Strategies for Recruiting* - maintained Toledo Building Services' operations during COVID-19 with effective candidate acquisition strategies.
- *Apparel Brand Launch* - founded Dead on Arrival Apparel, generating profit through strategic Instagram marketing and a seamless e-commerce setup.
- *Revenue Growth* - doubled RISE's annual revenue in one quarter via targeted marketing campaigns.
- *Non-Profit Design* - created marketing assets for The Fair Housing Center, enhancing campaign effectiveness.

KLYXX CREATIVE (NYC, NY) | Growth Marketing Lead

December 2019 - April 2021

- Increased Tea Forte's Facebook Ads ROAS from 2.13 to 4.45, driving \$1.3M revenue.
- Led InMode's consumer market entry, enhancing customer acquisition.
- Boosted engagement by 35% through strategic content marketing for various clients.