

MATT BECKEMEYER

GROWTH MARKETING

(720) 938-8994 – matt@bkmyr.com

EXPERIENCE

Freelance

2014 – present

DIGITAL MARKETING CONSULTANT

clients dame products / stantt / warner music group / ringly / stowaway cosmetics / resolute digital / boka / east meet east / discover night / sustain natural / in between us / chatham chino / quality auditing / storq / + more

Resolute Digital

2011 – 2014

ASSOCIATE PARTNER, SEARCH & ANALYTICS

agency department director / 20+ clients / 10 direct employees

Quirky.com

2010 – 2011

ECOMMERCE LEAD

responsible for all digital marketing / employee #8 out of what became 150+

Market Maker Interactive

2007 – 2010

DIRECTOR, SEM/SEO/ANALYTICS

agency department director / 10+ clients / 4 direct employees

SKILLS

strategy comprehensive strategy development / business needs analysis / site analytics / marketing partnerships / goal and benchmark generation / results tracking / fundraising / p & l management

execution paid search / paid social / dynamic retargeting / email marketing / SEO / ongoing campaign optimization / reports generation / agency management / influencer management / site placements / kickstarter promotion

administration shopify admin / website ab testing / analytics implementation / conversion tracking implementation / wordpress admin

PLATFORMS

google ads / facebook ads / google analytics / shopify / klaviyo / mailchimp / google tag manager / criteo / visual website optimizer / google webmaster tools / photoshop / google merchant center / bing ads / google my business / twitter ads / wordpress / appsflyer / omniture

EDUCATION

Univ. of Colorado
2000 – 2004

bachelor of science - astronomy

REFERENCES

available upon request