

Product Marketing Manager Google Fiber *January 2022 - February 2023*

Marketing Generalist at Akorbi for Google Fiber *January 2020 - December 2021*

Art direction

- **Developing strategic design solutions** that drive both brand recognition and incremental response objectives. I create overarching messaging and visual strategies for 365 marketing communications across brand, product marketing, and growth marketing efforts.
- Personally create in multiple mediums and workflows, including **web/email, video, motion graphics and commercial printing**
- **Manage multiple teams of designers and creators** through design and project challenges as well as training team members.
- **Create stories** that leverage **demographic, cultural, and technological trends** as they relate to direct response improvements
- Close collaboration with other brand owners on **asset creation** and **strategic collaboration** across social and digital ad channels
- **Communicate clear campaign strategies, steps and timelines** to both senior stakeholders as well as individual contributors to projects throughout project life cycles
- **Consistent delivery** of large projects with clear and frequent timeline updates to stakeholders
- **Proofing** large-scale and high-budget commercial print and digital campaigns on a weekly basis

Customer acquisition email marketing program management

- **Directing the design** and creation of up to **4 individual emails weekly** with multi-platform testing and detailed performance analysis
- **Increased email gross click and call responses by 244% year-over-year**
- **Weekly results forecasting** of daily data and **A/B test analysis** that drives strategic changes in monthly email planning and execution
- **Fast troubleshooting** of **front-end** and **back-end** and operational issues. Resolutions using skills such as **SQL, CSS, HTML & JS**
- **Maintain historical art archives and operational documentation** for efficiency, and rapid marketing program changes
- **Close sync with multiple external agencies** with a tight **30 day process** for planning and executing emails
- **Fast strategic and operational pivots** with 10 new market and product offering launches in the last 12 months

Acquisition and upgrade direct mail pieces

- **Art direction with designers** on layouts weekly to drive optimal response and build the brand
- **Consistent on-time monthly deliveries** of final 10-16 direct mail creative versions with project management and progress meetings
- **Operational and coordination** with a print and mail vendor for **nation-wide mail shipping volumes**
- **Error-free direct mail** with an average **2-4 changes caught** before final send with rigorous proofing along with tracking testing
- **Historical performance questions answered in near real-time** with the addition of historical creative and data archiving
- **Increased creative asset management efficiency** with Google Drive folder organization, and Slides document management
- **Cross-functioned as tracking manager** for 3 years—generating component codes and telephone **RespOrg** usage for all outbound marketing and comms

Web, Marketing, and Print Designer at Mohu June 2015 - July 2019

- Made the ReLeaf antenna the most successful product at **~\$5M in annual sales** by shaping product specs and campaigns
- **Reduced packaging operation costs** by **~\$200k** with careful proofing saves and printing operations management
- **Boosted retail sales** with competitive and demographic research to inform marketing content and package design
- **Created a broadcast TV commercial** resulting in an approximately **5% sales increase** to Mohu retail channels by planning and editing
- **Boosted website visits by 15%** by re-designing the blog section of gomohu.com with SEO, retail conversions, and brand engagement
- **Increased company valuation by ~150%** after tradeshow in 2017 at CES & SXSW with custom booths, press events, and videos

Marketing, Print, Software and Web Design at rAve [Publications] Oct 2005 - June 2015

- **Drove revenue** that made up **80% of company income** by strategizing and executing newsletters and weekly sponsorship emails
- **Increased revenue** by **139%** while changing the business model to leadgen by making sponsorship booth “games” and videos
- **Started revenue stream** with AV companies by taking over social media accounts and creating **B2B marketing campaigns**
- **Designed server-side architecture and managed the development of a cloud-based video platform** created to quickly post large volumes of video content simultaneously to web portals, YouTube channels, mobile devices, and iOS apps

Expertise

Art Direction
Marketing Product Management
Brand Management
Project Management
Marketing Strategy
Email Design/Execution
Video Editing and Motion Graphics
Product and Stock Photography
3D Modeling and Rendering

Software

Creative
Photoshop, Illustrator, InDesign, XD
After Effects, Premiere, Audition
Blender, Lightwave 3D, Keyshot, Maya
Marketing and Business
Google Analytics, ESP:Marketo
ESP:Google Gamma, ESP:iContact ,
ESP:Bronto, ESP:Constant Contact,
Litmus, Salesforce Work

Web

SQL, HTML 5, CSS, JS, Wordpress, AWS

Memberships & Achievements

AIGA Raleigh
TriUXPA
TMC
Cover Illustrator for *Cell Research Journal*, Competitive Selection
Mohu ReLeaf: 2016 Consumer Product of the Year Best in Biz Award

Education

Bachelor of Science in Digital Media
John Brown University | 2001 -2005

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