

MATTHEW SMITH

Marketing, Advertising, Data Analytics, Operations & Leader

” Driven individual with extensive experience in content creation, publishing, and digital marketing, specializing in media strategy and engagement. Highly skilled in Adobe Creative Cloud software, copywriting, consumer analytics, managing marketing platforms and bilingualism in French and English. Proven track record in executing integrated marketing campaigns, and adept at leveraging systems, marketing tech stacks, and data analytics to optimize marketing strategies to drive brand growth.

CONTACT

- CONTACT@MATTHEWSMITH.ROCKS
- (289) 941-3294
- HAMILTON, ONTARIO
- WWW.MATTHEWSMITH.ROCKS

SKILLS

- PROJECT MANAGEMENT
- DATA ANALYTICS
- GRAPHIC DESIGN
- COPYWRITING
- ADOBE SUITE

LANGUAGES

- ENGLISH
- FRENCH

HOBBIES

- MUSIC
- ILLUSTRATION
- HOCKEY
- PODCASTING



EXPERIENCE

2023-PRESENT

HAMILTON SPORTS GROUP MANAGER, DIGITAL & CONSUMER MARKETING

- Creation of comprehensive digital marketing strategies for both the Hamilton Tiger-Cats (CFL) and Forge FC (CPL), overseeing all aspects of online presence, consumer engagement, and brand growth
- Focus on driving fan acquisition, retention, and monetization through innovative digital campaigns, CSM and CRM integration, Fan Engagement Platform (TradableBits) and cross-channel strategies
- Spearheaded the implementation of a new marketing stack that included a new CRM (Salesforce), Customer Engagement Platform (Braze), CDP (Rudderstack) and AI-data cloud (Snowflake)
- Integrated performance tracking & reporting across all channels, including social media, paid and organic marketing channels into company-wide marketing strategies
- Main point of contact for negotiation of contracts and agreements with advertising partners and agencies such as Clue Digital, Metroland Media, Ticketmaster and Corus
- Execute national and international marketing campaigns in multiple languages including French and Spanish including e-commerce, SEM, and multimedia marketing funnels

2021-2023

BLISS REALTY INVESTORS MARKETING ASSOCIATE

- Digital ad campaign creation for Facebook, Google, Instagram, Youtube and Bing
- Management of SEO and blog posts
- Compiling and analyzing data from multiple channels, presenting that information and insights into applicable strategies to strengthen marketing strategies
- Increased leads generated through digital channels by 71%
- Copywriting and design of print material for B2B, B2C and internal use
- Web design, development and management of multi-site CMS utilizing WPEngine and WordPress platforms

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2021-2022

DONUT MONSTER SOCIAL MEDIA MANAGER

- Management of social media accounts, including content creation
- Established TikTok account, created style guides and visual language for company
- Developed brand partnerships and advertising campaigns for special themed promotions
- Managed an account of over 46,000 followers and grew engagement during tenure

2018-2021

CHEMONG HOME HARDWARE DIRECTOR OF MARKETING & ADVERTISING

- Management of multiple social media properties, including daily monitoring, posting and content strategy development
- Providing and creating video content for in-store displays
- Analysis and reports on Google Analytics and performance of marketing strategies
- Implementation and coordination of marketing and advertising campaigns
- Communication with media outlets and other stakeholders and partners
- Ordering, editing, proofreading and quality-checking of marketing materials



EDUCATION

2009-2013

TRENT UNIVERSITY

- Bachelor of Arts - Cultural Studies with specialization in Culture & Theory