

# Matthew Banzer

832-454-8462 mattbanzer@gmail.com | Houston, TX

Marketer and Content Creator with six-plus years of experience with B2B & B2C Marketing. Offering my content creation, project leadership, web management, and various segmentation skills to build leads, create brand awareness, and establish market leadership.

## Education

Texas A&M University | B.B.A. Marketing - Advertising Track | Minor in Communications | May 2021

## Experience

### Social Media & Marketing Assistant | Headworks International | 11/23-10/24 | Houston, TX

- Managed and created content for company social media accounts (LinkedIn, Facebook). Content included graphics, videos, webcasts/seminars, photos, and case studies, resulting in a 151% increase in engagement
- Crafted Email Campaigns, Newsletters, Case Studies, Website Content, and Copywriting for posts resulting in improved Search Engine Optimization and relationships with potential leads
- Coordinated Google Ad Campaigns and managed budget for maximum conversions, resulting in CPCs as low as \$0.08
- Served as a point of contact for trade shows & corporate events, organizing/creating print-outs, booking hotels and travel for clients, and coordinating cross-functional media campaigns to capture our presence at the event

### Web Developer / Videographer | Directory One, Inc. | 04-06/24 | Houston, TX | (Contract)

- Updated clients' SEO tactics through WordPress, catapulting their Google rankings by 200% or more through keywords, tags, and auditing of backlinks through SEMRush
- Utilized strategic communication skills to craft Presentations, PR Statements, Newsletters, Blogs, and Email campaigns to relay important news to customers

### Assistant Marketing Director | Haak Winery | 11/21 - 11/22 | Santa Fe, TX

- Expertly managed, coordinated, and created content for multiple social media marketing accounts for Haak Wines to increase reach by 425.2%, build brand loyalty, and drive online CPG store sales by 50% while meeting tight deadlines. Channels included TikTok, Instagram, YouTube, and Facebook (Meta)
- Orchestrated comprehensive paid omnichannel media campaigns across multiple platforms in collaboration with various departments, resulting in successful brand promotion. Duties included audience segmentation, bidding on keywords, budget allocating, and optimizing marketing channels
- Performed qualitative and quantitative analyses on the wine industry trends, competitors, vendors, and Haak Wines to make marketing materials and data-driven decisions in stakeholder meetings. This included visiting trade shows to take notes during data/trend presentations
- Manage Website Server and follow up with technical difficulties and questions in different departments, resulting in a successful transfer of domain hosts

### Media Assistant | 12th Man Productions | 02/20 - 07/21 | College Station, TX

- Conceptualized, directed, wrote, and edited compelling short profile pieces on prominent figures in A&M Athletics, bringing their stories to life through visually stunning and engaging social content

## Skills

Social Media Channels (Instagram, Facebook, TikTok, LinkedIn ) • Google Ads / Analytics (GA4) • SEO (SEMRush) • Website Development (Wix, WordPress) • MSOffice • HTML/CSS/JAVA • CRM (Hubspot) • Adobe Creative Suite • KPI Reporting / Trend Research • PPC Campaigns • Editorial Calendar Management • Salesforce

## Certifications

Hootsuite • "Defining and Understanding Conflict" (Texas A&M University) • SimulationDeck Crisis Simulation