

MATTHEW BANZER

Digital Marketer

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832-454-8462

Houston, TX

EDUCATION

Texas A&M University May 2021

Business of Bachelor's
Administration

Marketing - Advertising Track

Minor: Communications

SKILLS

- Google Ads/Analytics (GA4)
- SEO (SEMRush)
- Website Development (Wix, WordPress, Pastel, SharePoint, Sitecore)
- Marketing Segmentation
- MSOffice
- CRM (Hubspot, Dynamics 365)
- KPI Reporting/Trend Research
- PPC
- Editorial Calendar
- Salesforce
- AI Tools (ChatGPT, CoPilot)
- Team Leadership
- Ability to Collaborate with Multiple Departments
- Customer Service Experience

CERTIFICATIONS

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

Digital Marketer with six-plus years of experience with B2B & B2C Marketing. Offering my PPC, SEO, and quantitative/qualitative analytics skills to build leads, increase online presence, and establish market leadership.

WORK EXPERIENCE

Marketing Associate

Tokio Marine HCC (Contract)

Jan 2026 - Present | Houston, TX

- Lead redesign of corporate intranet and website on Sitecore UAT and SharePoint to streamline operations and improve user interface, resulting in a 25% increase in CTR.
- Oversaw brand audit to ensure consistency across company materials.
- Coordinated with international departments to develop marketing strategies for company store and website, optimizing operations and creating a unified mission across all company sectors.

Marketing Specialist

National Service Alliance, LLC. (Contract)

May - Dec 2025 | Houston, TX

- Collaborate with a marketing agency and our parent company's website team to address departmental weaknesses and optimize marketing strategies.
- Generate a 20% increase in inbound leads by designing and writing copy for NSA-branded webpages integrated into our parent company's website.

Social Media & Marketing Assistant

Headworks International (Contract)

Oct 2023 - Oct 2024 | Houston, TX

- Directed Google Ad campaigns and allocated budget to maximize conversions, lowering CPCs to \$0.08.
- Acted as primary contact for 10+ trade shows and corporate events, managing logistics, and media campaigns that increased online presence.

Assistant Marketing Director

Haak Winery (Contract)

Nov 2021 - Nov 2022 | Santa Fe, TX

- Managed and created content for Haak Wines' social media accounts, increasing online CPG sales by 50%.
- Utilized strategic communication skills to craft Presentations, PR Statements, Newsletters, Blogs, and Email acquisition and retention campaigns to relay important news to customers and promote product launches
- Analyzed wine industry data on trends, competitors, vendors, and Haak Wines to create marketing materials, provide post-implementation support, and guide stakeholder meetings. Attended trade shows to document data and trend presentations.
- Managed website server and resolved technical issues / department questions, ensuring a successful domain host transfer.