

MATTHEW T. DUEA

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PERSONAL MISSION STATEMENT

To create intuitive customer experiences that bring brands to life and connect them to new audiences. To work alongside creatives who create inspiring content, and embrace new tech trends. To demystify digital marketing & empower teams.

QUALIFICATIONS

- Possesses a unique cross-disciplinary background, an asset when tasked with data-supported storytelling and insights.
- Proficient in various paid media, programmatic, automation, and inbound marketing platforms.
- A proven executor and team-builder. Comfortable leading sophisticated engagements, or playing a support role.
- Strategic thinker with a test-and-learn mentality, career-minded, competitive, humble, tireless.

2018-Current

WAX.io / OPSkins.com

Santa Monica, CA

Marketing Manager

- Responsible for all paid media, paid social, & automation at a blockchain technology (cryptocurrency) startup.
- Planned, developed, and deployed all evergreen User Acquisition platforms for parent and subsidiary brands.
- Ongoing data-driven cross-channel content optimization for sales and onboarding funnels.
- Successfully navigated communication challenges in a rapidly evolving regulatory environment.

2014-2017

Irish Titan

Minneapolis,

MN

Sr. Engagement Planner / Strategy Lead

- Responsible for account planning on new & existing business, identifying clear areas of opportunity, and developing actionable optimization plans.
- Within the duration of each engagement, fluidly pivot between multiple areas of discipline, including data audits & analysis, on-site optimization, cross-channel strategies, paid media and programmatic execution, emerging platforms, and general digital best practices.
- Consistently deliver on and manage expectations, to strengthen partnerships and grow engagement scope over time.
- Partner with, coach, and lead entire Digital Strategy team of 5 while executing continually more complex client engagements.

2010-2014

University Lawn Care

Minneapolis,

MN

Program Manager / Technology Manager

- Promoted in Spring of 2012 as in-house Program Manager, was tasked to manage development of proprietary CRM and determine ways to increase manager productivity.
- Designed, hired, and managed the development and implementation of custom reporting tools, which identified and reported on directional KPIs related to quality and Franchisee performance across multiple markets.
- Led all aspects of digital marketing for driving Franchisee acquisition, including budgeting, channel planning, and execution.

- Oversaw throughput of \$1.6M in revenue in 2014 production season, dropped administrative costs by 24%. Increased GM productivity by 42.5%, and decreased new prospect CPA by 20% vs 2010.

2006-2009

College Pro Painters

Minneapolis, MN

Franchise Owner

- Owned and operated city-wide painting franchise during, and just after college. Three seasons, total sales of \$515,000.
- Responsible for all territorial sales, marketing, and operations.
- Interviewed, hired, and supervised ten to fourteen employees during each summer season, while maintaining 3.5 GPA.
- Contacted customers and maintained relations before, during and after contracted work. Career end Net Promoter rank of 98%.

2006-2010

WynWyn, Inc.

Duluth, MN

PPC & Optimization Assistant

- Assisted in compiling a comprehensive keyword list and organizing into strategic Adwords campaigns for streamlined reporting.
- Used internal reports to perform weekly SWOT analysis, assist Marketing Director with presenting key areas of improvement.
- Identify and rework low performing landing pages, continual reworking of conversion funnel and user experience.
- Strategically rewrite product descriptions and image tags to improve SEO performance, as well as solicit product reviews from customers through email campaigns.
- Brainstorm, design, and execute effective e-blasts in a timely fashion, with a hypothesis of desired outcomes and scheduled review.

EDUCATION

2003 – 2007

University of Minnesota, Duluth

Duluth, MN

Graduated May 2007

- Bachelor of Communication Studies, minor in Foreign Studies.

2005 – 2006

- Attended Sophomore Year of college abroad at the University of Birmingham, England.

AWARDS, ACHIEVEMENTS, AND CERTIFICATIONS

2015 – Google Tag Manager Certification

2013 – Google Analytics IQ Certification

2013 – Emerging Entrepreneur Award Nominee – University of Minnesota Duluth Labovitz School of Business

2013 – Planning, Scheduling, & Priority Management – Certification, The Franchise Company

2012 – Coaching Performance Management – Certification, The Franchise Company

2011 – Conflict Resolution and Effective Listening – Certification, The Franchise Company

2009 – Manager of the Year & Presidents Award – College Pro Painters

2008 – Quality Outlet of the Year & Presidents Award – College Pro Painters

2007 - Top Gun Rookie of the Year & Presidents Award - College Pro Painters