


MATT ATKIN

BRAND MARKETING | DEMAND GENERATION | GROWTH STRATEGY

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 www.mattatkin.me

An experienced digital nomad with profound expertise in digital growth campaigns and strategic acquisition that has generated over \$36MM in marketing-sourced pipeline for multiple B2B SaaS Enterprises.

SKILLS

- Revenue & Pipeline Generation
- Conversion Rate Optimization
- Paid Campaign Optimization
- Community Engagement
- Growth & GTM Strategy
- UI/UX Graphic Design
- Paid Media Budgeting
- Contract Negotiation
- Field/Event Planning
- Organic Social Media
- SEO & SEM Content
- Demand Generation
- Content Syndication
- Brand Awareness
- ABM Strategy

TOOL BELT

- Google Data Studio / Tableau
- Google Ads / Bing / Analytics
- LinkedIn Campaign Manager
- Facebook Business Manager
- Demandbase / Terminus
- Jira / Asana / ClickUp
- Salesforce / Outreach
- Chili Piper / Calendly
- Google Tag Manager
- Clearbit / ZoomInfo
- G Suite / Office 365
- Reddit Ads Manager
- MailChimp / Pardot
- WordPress Admin
- Tray.io / Zapier
- Slack / Discord
- Figma / Canva
- Metadata.io
- Drift / Crisp
- SEMRush

EXPERIENCE

SENIOR PERFORMANCE MARKETING MANAGER

MAY 2022 - OCT 2023 | Tray.io

- **Generated \$3.2M+ in SQO ARR** delivered via over 150 comprehensive digital growth campaigns across paid search, paid social, ABM, display, and retargeting platforms.
- **Delivered 50% increase in Mid-Market and Enterprise Lead and ARR contributions** over 6 months by spearheading a strategic shift towards up-market targeting.
- **Increased MM+ Marketing Sourced ARR by 128% QoQ** while reducing overall spend by 35% in 6 months.
- **Identified \$209k worth of invalid click traffic** and reallocated across all paid programs over 6 quarters by implementation of click-fraud protection mechanisms.
- **Drove 14%+ increase in Overall Impression Share on Competitor and Branded Keywords** in 3 months by optimizing Google Ads and Bing search campaigns.
- **Produced 18.5% increase in external referring domains** in less than 6 months.

GLOBAL DIGITAL MARKETING MANAGER

FEB 2021 - APR 2022 | Outreach.io

- **Drove 42,000 Top-of-Funnel Leads in 14 months** via acquisition strategy of seven-figure monthly budget across 8 digital mediums, in 3 regions (NAM, EMEA, APAC).
- **Generated \$160MM in Marketed Influenced Pipeline** via optimization of paid marketing channels that drove product awareness and leads.
- **Maintained 22% MCL:SQL conversion rates** via multi-level customer retargeting journey over 14 months.
- **Achieved 10%+ Target Account coverage** via cross-functional collaboration across 6 teams to implement ABM Display platform (Demandbase).
- **Saved over \$350k by negotiating 20+ contracts** securing 8% to 50% value-add bonus media credit with ad vendors.
- **Produced 100% MoM lead growth and 9x meetings** via LinkedIn Lead Gen Forms over 9 months, compared to standard LinkedIn campaigns in FY22.
- **Delivered 6k net-new leads** via expansion of direct buy and podcast sponsorships with 10 new partners in FY22 over 10 months.

BOARD OF ADVISORS - FUNDRAISING CHAIR

JUN 2022 - Present | The HomeMore Project

- **Generated at least \$250k+ in donations per year via inbound contributions** for resources for individuals affected by homelessness in the major metropolitan areas.