

MATTHIEU MCCLINTOCK

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PROFESSIONAL EXPERIENCE

SOLODEV CMS (May 2015– October 2017)

Product Marketing Manager

Created and executed GTM strategy for global product launch of Solodev CMS on the Amazon Web Services Marketplace; won “Best Cloud CMS” Award of 2016 from CMSCritic.com.

- Identified customer needs, defined product marketing strategy, set product marketing priorities, and created/communicated value proposition in marketing content & message
- Designed and ran all lead generation initiatives by constantly optimizing user experience with data gleaned from marketing automation, deep analytics, and user feedback; led to increase in daily user signups by 300% and lowered CPL by 70%
- Established Solodev CMS as Amazon Web Services Advanced Technology Partner with education and public-sector competencies; won 2017 AWS *City on a Cloud* award
- Created demand generation and sales enablement assets: white papers, case studies, eBooks, blog & social media content, webinars, emails, landing pages, and video content
- Crafted thought leadership content for publication on Forbes, Fortune, Inc., UpWork.com, Website Magazine, CMSCritic.com, CMSWire.com, and the AWS Blog
- Founded Solodev Web Design Blog and served as chief contributor and editor, leading to 86% of inbound website traffic resulting from blog content in only nine months
- Implemented and managed marketing technology stack (Pardot + Salesforce + Google)
- Analyzed and provided monthly reports with qualitative and quantitative insights from content engagement, campaigns, and SEO performance to continually optimize efforts

SOLODEV CMS (March 2015 – March 2017)

Product Manager

Led development of first release of Solodev CMS completely re-architected for Amazon Web Services in addition to creating infrastructure for new SaaS business model.

- Led cross-functional team to drive product development and launch, facilitate product releases on schedule and under budget, and educate Solodev users of release updates
- Conducted market analysis to identify product development opportunities in the enterprise CMS market; interfaced with enterprise and SaaS users to aggregate feedback
- Implemented agile software development, served as SCRUM Master using Atlassian Jira
- Trained sales and marketing teams on all things related to cloud computing, the enterprise CMS industry, and most importantly, the value proposition of the product
- Worked with Amazon Web Services Solutions Architects to achieve a “Well Architected Review” of our software, leading to our approval for launch on the AWS Marketplace
- Interfaced with Solodev user community and aided internal technical support team by creating further documentation and product tutorials
- Drafted and maintained technical documentation on Atlassian Confluence and Zendesk
- Built product using BackboneJS and Symfony PHP frameworks deployed via AWS CloudFormation Templates and AWS OpsWorks with Chef Recipes

OCOA MARKETING CLOUD (June 2015 – September 2017)

Product Manager

Served as Product Manager of OCOA Marketing Cloud and led development of drag and drop website builder, CRM, marketing automation, and ecommerce products.

- Drove the development of cloud-based digital marketing suite architected for Amazon Web Services; built in BackboneJS and Symfony PHP
- Shaped branding, core messaging, and marketing initiatives for GTM strategy
- Designed new wave, cloud-based website builder, CRM, MA, and ecommerce products beginning with database schema; conducted usability testing
- Crafted multimedia content for massive promotional campaign as part of GTM strategy leading up to AWS re:Invent 2015 including video commercials for OCOA Cloud

BIGGERTEXTING.COM (January 2013 – March 2015)

Product Marketing Manager

Founded and served as product marketing manager for industry leading SMS marketing SaaS product where I drove all growth and product marketing initiatives before selling the company.

- Led global product development team down product road map to build out next generation mobile marketing SaaS product using MEAN Stack
- Designed and implemented strategy and tactical execution of inbound marketing, PPC, and sales enablement efforts leading to +70% YOY revenue growth
- Conducted data-driven research to inform product strategy, positioning, and messaging
- Interfaced with engineering, design, sales, and marketing team leads working remotely across the world to coordinate product development and following releases
- Initiated product marketing strategy review sessions to explore growth that would eventually account for 60% of new company revenues on an annualized basis

SMITH MCCLINTOCK ADVERTISING (August 2010-September 2011)

Chief Marketing Officer

Founded and served as marketing chief of boutique mobile advertising agency that served clients in an array of industries across the country in all things mobile.

- Interfaced with clients in retail, tech, fashion, real estate, and automotive industries to craft and execute on mobile marketing initiatives
- Consistently delivered positive sales and marketing outcomes and ROI for clients
- Defined mobile marketing strategies for clients from creative and messaging to market positioning, logistics, execution, and analysis
- Managed numerous PPC and Google AdWords campaigns for agency as well as vast majority of clients with excess of \$500,000+ in aggregate monthly spend
- Developed and executed upon strategic quarterly marketing plans for sustained company and client growth
- Worked daily with channel teams and customer-facing teams to maximize ROI and ensure that brand messaging was consistent
- Managed editorial team to generate multimedia content in the tone and aesthetic of the Smith McClintock brand to drive client growth and marketing ROI, leading to an average 110% quarterly revenue growth for four consecutive quarters before sale

PRG REAL ESTATE, INC. (December 2009 - April 2012)

Senior Marketing Director

Rolled out new mobile marketing initiative as an experiment to great success; rolled out portfolio wide leading to drastic increase in occupancy, resident retention, and lowered delinquency.

- Led national marketing team to increase average portfolio occupancy by 12%
- Created and implemented monthly marketing plans for properties in a diverse set of markets and increased average portfolio resident retention by 8% in a three-month period
- Successfully introduced and implemented mobile marketing into the entire portfolio
- Established KPIs and ensured all teams effectively met targets
- Delivered ongoing marketing analysis, making recommendations to continually refine marketing strategies around traffic acquisition, leasing, and resident retention.

WATCHTOWER PICTURES (August 2008-December 2009)

Head of Production and Product Marketing

Founded film production company that would go on to produce, market, and distribute music videos, concert DVDs, UFC fights, film and television content

- Negotiated production and distribution deals and logistics with concert promoters, record labels, band and tour managers, agencies, and studios in entertainment industry
- Worked with Avenged Sevenfold, Bad Religion, The Vandals, Less Than Jake, Reel Big Fish, Pepper, Skindred, Silverstein and other bands with a global fanbase
- Led all production teams and coordinated logistics to ensure all productions were efficient, met all objectives, and led to best possible finished product with optimal profit margin
- Supervised post-production and editing process to take raw footage and turn into product
- Oversaw distribution and marketing of finished product via PPC and targeted digital marketing campaigns across search and social media channels
- Served as Assistant Director on Lifetime films, Director of Photography on Comedy Central series, Production Head on behalf of Music Inc. on all West Coast concert productions, and Head Writer for BET Music Video Director R. Malcolm Jones

EDUCATION / CERTIFICATIONS

- University of Central Florida (UCF) – Bachelors, Business, Communications (2013)
- Amazon Web Services (AWS) Certified Solutions Architect (2018)
- Certified Agile SCRUM Master
- Google AdWords/Analytics Certified

REFERENCES AVAILABLE UPON REQUEST