

# Matthew L. Meyer

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## SUMMARY

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Sales, Marketing, and Web Specialist, with over nine years of hands-on experience demonstrating upward growth within multiple start-ups. Innovatively developed and implemented successful sales techniques and marketing campaigns, which led to generating over \$20M in revenue. Strong analytical skills and proven success in designing and building websites, optimizing online marketing efforts, and utilizing out of the box strategy to increase overall profitability.

## PROFESSIONAL EXPERIENCE

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**Moka5**, Redwood City, CA 2013-2014

*Client-Side Desktop Virtualization Software*

### Sales Development

- Created new B2B sales processes to generate over \$2M in revenue
- Increased results and opportunities by working closely with field sales reps to develop new strategies
- Developed an organized new sales flow to increase productivity by 50%

**Dynamic Innovations**, San Francisco, CA

2004-2013

*Business Incubator*

Third employee at company - currently 75+ employees, grossing \$10M+ per year

### Marketing Consultant (2012-2013)

- Formulate online marketing strategies, create email marketing campaigns, research consumer behavior

### Marketing Manager (2007-2010 promotion)

- Negotiated and implemented media partnerships that resulted in a 200% annual increase in revenue working with a \$100k per month budget for online, print, and TV
- Spearheaded development of marketing solutions that decreased costs by 30%
- Developed online media strategies and operational procedures that became a model for new employees and future company growth

### Sales Manager (2005-2007 promotion)

- Exceeded sales quota by 100% annually
- Supervised sales floor of 35 employees; responsible for scheduling and efficiency of two teams

### Telephone Sales Representative (2004-2005)

- Received 100+ inbound calls per day to effectively close a hard sale
- Set and broke company records with a 25% closing rate - highest earner within a five year period

**Craigstours**, San Francisco, CA

2010-2012

*Real Estate Video Tour Marketing*

### Director of Marketing

**Key player in the development of marketing strategies based on growth goals and revenue plans. Fundamental in the design and implementation of all online marketing campaigns to exceed objectives.**

- Personally conceptualized SEO/SEM, e-mail, and social media marketing efforts which contributed to the successful growth of sales by 150%
- Creation and implementation of offline marketing materials and online optimization strategies led to 80% closure rate of homes sold within 6 months
- Developed integrated and promotional marketing campaigns for clients using social media and cutting edge digital marketing techniques

**Redbeacon**, San Mateo, CA (*Acquired by Home Depot*)

2011 (Contract Position)

*Home Services Online Platform*

### Sales Wizard

**Built and managed an active, diverse, and engaged community of local service professionals**

- Defined geographic strategy to target and acquire new clients during start-up phase
- Personally broadened client base by 20%

## EDUCATION

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### **Masters of Digital Marketing (MDM)**

Hult International Business School, San Francisco, CA

### **Bachelor of Arts in Communication**

#### **Minor in Business Administration**

University of San Francisco, San Francisco, CA

## ADVANCED SKILLS

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WordPress | CRM | HTML | Adobe CS5 | Salesforce | Google Analytics | Facebook Ads Platform | Project Management