MATTHEW JACKSON

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| OBJECTIVE | Self-taught and dedicated Digital Marketer, with an unfaltering ability to absorb and utilize new digital marketing trends, technologies, and information. Aimed at increasing brand presence and awareness over a variety of channels and platforms for a company that is in-line with my core values of trust and responsibility. |
| Education | Florida State University, Tallahassee, FLB.A. Marketing Communications, May 2016GPA – 3.5 |
| Relevant Coursework | * Content Creation and Curating
* Mobile Development
* Social Media Marketing
* Lead Generation
* Lead Nurturing
 | * Market Research
* Social Media Ethics
* Email Marketing
* SEO – Intermediate
* SEO - Advanced
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| Skills | * Communication
* Analytics
* Inbound Marketing
* Digital Proficiency
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| Relevant Experience | University of California, Jan 2012 – Mar 2012Research Experience for Undergraduates InternDesigned, edited and developed key metrics (KPIs) and ROI for web, email, search and social media campaigns. * Collaborated with cross-functional teams on web design, brand awareness, and content quality.
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| Professional Experience | Vanguards Limited, Apr 2012 – Jun 2014Junior Manager* Prepared and presented weekly progress reports, algorithm changes, and forecasting analysis for multiple stakeholders
* Prepared presentation materials, trade shows, customer communications (email and social), and created/executed marketing plans..
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| Honors & Activities | * Influencer Marketing Awards, 2009
* Global Marketing Day Awards, 2009
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