

# Matt Arnzen

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## Professional Summary:

Digital marketing professional with fifteen years of progressive experience in marketing, interactive strategy and digital commerce. Accomplished at team building, project management, and collaborating effectively with stakeholders, vendors and clients.

Areas of expertise include:

- Digital Marketing
- Content Management
- Digital Commerce
- Social Media Marketing
- Email Marketing
- Project Management
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Interactive Strategy
- Web Analytics and Reporting
- Customer Relationship Management
- Website Design and Development

## Professional Experience:

### Knowledge Universe

*Director of Digital Marketing*

2010 - Present

Directed digital and customer experience initiatives across all Knowledge Universe US brands including KinderCare, Knowledge Beginnings and CCLC. Primary areas of focus include enterprise platform management and consumer acquisition.

- Defined digital roadmap and strategy to grow revenue and maximize user experience.
- Performed A/B and multivariate testing to increase conversion rates.
- Integrated website analytics, online chat and CRM platforms giving end-end-end visibility into consumer behavior.
- Utilized web analytics for conversion funnel and site performance.

### Nike, Inc.

*Product Manager, Global Digital Commerce*

2009

Contract with Kelly Services

Managed enhancements and roadmaps for product catalog, ratings & reviews, promotions and product recommendation platform for global Nike online store.

- Integrated data driven cross sell platform delivering a 150% increase in associated revenue.
- Enabled significant performance increases to product merchandising through automatic attribution and mass update.

### GolfNow, Inc. a Comcast Company

*Director of Marketing*

2005 – 2008

Directed marketing and eCommerce operations of the nation's largest golf tee time website. Provided strategic direction, eCommerce platform management, and user experience design of all websites.

Accountable for developing and implementing strategies for SEM, SEO, email, social media and online video. Responsible for P&L and 7 direct reports.

- Developed and built advertising, customer acquisition and retention plans into an integrated marketing platform.
- Developed online marketing campaigns lowering cost per customer acquisition by 48%.
- Expanded to over 50 markets in 2 years, increasing customer database over 200%.
- Launched local marketing initiatives including paid search, radio and print resulting in revenue growth of 50% in 2008.

**Nike, Inc.****Senior User Experience Developer****2004 – 2005**

Senior front end designer and developer of Nike and Cole Haan eCommerce websites.

- Successful liaison between creative and development groups managing all consumer facing eCommerce web sites.
- Provided eCommerce technology recommendations and brand integration opportunities.

**Razorfish****Senior Consultant****1999 – 2004**

Interactive marketing and eCommerce developer for Internet consulting agency. Client based project work included:

- **Reader's Digest** – *Lead User Experience Developer*. Provided interactive strategy, web development and business analysis for eCommerce website.
- **AT&T Wireless** - *Lead User Experience Developer*. Responsibilities included web development, project management, and business analysis for eCommerce website.
- **Health Allies** – *Lead User Experience Developer*. Responsibilities included web development, graphic design and interface design for eCommerce website.
- **Conquest** – *Interface Designer and Web Developer*. Responsibilities included web development, interface design, and information architecture for eCommerce website.
- **The Nautilus Group** - *Senior Business Analyst*. Responsibilities included business analysis and requirements gathering for eCommerce website.

**Chrome Data Corporation****Marketing Manager****1996 - 1999**

Provided marketing, graphic design and web development for automotive software firm.

- Planning, budgeting, and production of all marketing collateral and packaging.
- Web design activities included corporate site, automotive portal, and corporate intranet.

**Education:**

**2007 Search Engine Academy of Oregon**  
Search Engine Optimization Certification

**1997 University of Oregon**  
Web Design and Development Program

**1995 Oregon State University**  
BS Business Administration, emphasis in Marketing. Minor in Graphic Design

**Skills:**

- **Design and Publishing:** Photoshop, Illustrator, InDesign, and Acrobat.
- **Web Analytics:** Omniture SiteCatalyst, Google Analytics.
- **Search Engine Marketing:** Omniture Search Center
- **Programming Languages:** HTML, JSP, DHTML, ASP, .NET, JavaScript, PHP, and Flash.
- **General:** Word, PowerPoint, Excel, Outlook, Microsoft Project and Visio.

## Recommendations from LinkedIn:

<http://www.linkedin.com/in/mattarnzen>

### **Frank Halpin**

COO, GolfNow.com (a Comcast Company). Managed Matt at GolfNow.com.

"Matt developed our brand and built our marketing department from the ground up. His broad experience in Internet and traditional marketing helped him hire a best-in-class team and dominate the online tee time space. GolfNow.com became the number one brand in online tee times during Matt's tenure. He is a well-rounded, highly skilled and pragmatic leader who motivates his team to get the job done."

### **Scott Dylag**

NikeStore.com Platform Lead, Nike. Managed Matt at Nike.

"During his time on the NikeStore.com Platform Team, Matt managed a number of large, complex and high-profile projects concurrently. Matt's detailed nature, technical savvy combined with his solid industry experience proved invaluable to the success of his projects and releases."

### **Meghan Pruitt**

Global Design Manager, UED, Nike. Worked with Matt at Nike.

"Matt and I worked together on several global NikeStore capability updates, as well new features. Matt was an excellent project lead, taking the projects we worked on from brief to delivery. I've watched Matt perform and contribute to projects for a demanding client, with multiple stakeholders, on tight timelines with high expectations. Matt was responsible for coordinating the success of the execution."

### **Sunny Miller**

Marketing Programs Manager, Nike. Worked with Matt at Nike.

"Matt has my recommendation. He is clearly knowledgeable and highly experienced in eCommerce, and in a well-rounded way which makes him a very valuable colleague. Matt knows both the technical/platform side of online retail and the Consumer Experience & Online Marketing worlds very well. I can rely on Matt to thoroughly and resourcefully investigate an opportunity/challenge, find the best solutions and best practices for the consumer, and to follow through with a solid business case and all his persuasive power to make the change happen in the most efficient manner possible. He is detailed and thorough in his analyses, and articulate and direct in presenting his findings and recommendations."

### **Kent Lewis**

President and Founder, Anvil Media, Inc. Was a consultant to Matt at GolfNow.com.

"Matt is one of the savviest marketers we've worked with on the client side. The proof is in the pudding: not only has he enabled us to achieved tremendous success with search marketing, but his own internal efforts have resulted in additional recognition, including a video case study by Google for their work with Google Print and Google Audio."

### **Rachel Hocevar**

Online Community Manager, Bazaarvoice. Was a consultant to Matt at Nike.

"I highly recommend Matt- he is a pleasure to work with, has a great understanding of the social commerce space, and had the initiative to amplify the voice of the customer at Nike. Matt was critical in managing ratings and reviews on the US and EMEA sites and translating the user generated content data to key stakeholders."

**Brian Zimmer**

Director of Customer and Partner Services, GolfNow.com. Worked with Matt at GolfNow.com.

"I've known Matt for some time and have always enjoyed how knowledgeable he is no matter the subject. His experience in digital marketing and design strategy are first rate. He is detail oriented and is an effective project manager who can deal cooperatively with any stakeholder. Matt's most recent work and dedication has helped GolfNow.com maintain a fresh look and feel and he is a big reason why that business was taken to the next level."

**Mike Loustalot**

EVP Sales, Cypress Golf Solutions. Worked with Matt at GolfNow.com.

"Matt is an experienced online marketer with a great sense of reality of what works and what doesn't. Matt also has a great eye for design, colors and web applicability. I would recommend Matt for anyone looking to add an experienced, hands-on, marketing expert to their operation."

**Jayson Allen**

Sr. Creative Producer (US Digital Commerce), Nike, Inc. Worked with Matt at Nike.

"Matt is awesome. Beyond his great personality, he has breadth and depth of skill and experience in digital marketing and user experience that is hard to beat. Both strategic and tactical, Matt keeps long range objectives in sight while reacting to daily changes in business with agility. Matt also has vision and knows how to pull teams together in executing that vision. I miss working with him and would highly recommend him to anyone seeking extremely savvy and hardworking leaders for their organization." April 10, 2008

**Ed Buturla**

Senior Producer, Nike, Inc. Worked with Matt at Nike.

"Matt is a very well rounded professional, with a deep understanding of both creative and technical aspects of the web. He effectively applies this knowledge towards building a strategic framework for the organization, and then breaks down the strategic into tangible business objectives across disciplines. As a result, he is an excellent and respected leader. Matt's ability to define and translate high level vision into tactical executions has helped create alignment within cross-functional teams, thereby maximizing synergies and quality of output. On a personal level, I have always enjoyed working with Matt because of his positive attitude, work ethic, and respect for others. I highly recommend him." April 10, 2008

**Ben Westfall**

Technology Director, Golfnow.com. Worked with Matt at GolfNow.com

"I have had the pleasure of working with Matt for nearly 3 years at Golfnow.com. His dedication to Golfnow has contributed a large part of the success of the company. Matt's abilities, both as a manager and as a technical resource, left no gaps unfilled in Golfnow's marketing department. Matt's strengths are simply that he is highly skilled and posses the work ethic to complete each and every task asked of him and that he motivates his team to accomplish their tasks on time and on budget. He consistently formulates the right projects to keep the company focused and executing the important business strategies."