

Matt Arnzen

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Professional Summary:

Marketing and eCommerce professional with thirteen years of progressive experience in digital commerce, interactive strategy and search engine optimization. Accomplished at team building and leadership, project management, and collaborating effectively with stakeholders and clients.

Areas of expertise include:

- eCommerce Management
- Marketing Management
- Social Media Marketing
- Email Marketing
- Content Management
- 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:

Zen Creative Group

Freelance Marketing & eCommerce Consultant

2009 – Present

Delivered interactive marketing, internet strategy, web development and design.

- Developed comprehensive marketing strategies and campaigns.
- Provided Interactive and eCommerce strategy.

Nike, Inc.

Product Manager, Global Digital Commerce

2009

10 month contract with Kelly Services

Managed enhancements and roadmaps for product catalog, ratings & reviews, promotions and product recommendation platform.

- Implemented data driven cross sell platform delivering a 150% increase in associated top line revenue.
- Enabled significant performance increases to product merchandising through automatic attribution and mass update.
- Directed cross-functional project teams of internal resources and external vendors.

GolfNow, Inc. a Comcast Company

Director of Marketing

2005 – 2008

Directed marketing and eCommerce operations of the nation's largest golf tee time website with sales of \$89 million in 2008. Provided strategic direction, eCommerce platform management, and user experience design of all websites. Accountable for developing and implementing strategies for search engine optimization, email marketing, social media, search engine marketing 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.
- Utilized web analytics to study consumer behavior and site performance.
- 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 web sites.

- Successful liaison between creative and development groups managing all consumer facing eCommerce web sites.
- Provided eCommerce technology recommendations and brand integration opportunities.
- Collaborated with Brand marketing to integrate eCommerce opportunities for seasonal and quick strike activities.

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.
- Performed all corporate branding and external advertisements.
- 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.
- **Programming Languages:** HTML, JSP, DHTML, ASP, .NET, JavaScript, PHP, and Flash.
- **General:** Word, PowerPoint, Excel, Outlook, Microsoft Project and Visio.