

# Matt Arnzen

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## PROFESSIONAL SUMMARY

Marketing professional with over fifteen years of progressive experience in marketing, digital strategy and technology management. Accomplished at team leadership, lead generation, website operations and collaborating effectively with stakeholders, vendors and clients.

- Digital Marketing (PPC, Social Media & Direct)
- Product & Platform Management
- Content Marketing
- Email Marketing & Automation
- Website Design and Development
- Search Engine Optimization (SEO)
- Web Analytics and Reporting
- Customer Relationship Management (CRM)

## PROFESSIONAL EXPERIENCE

### Planar, a Leyard Company

Director of Digital Marketing

12/2015 - 7/2018

Global digital strategy and marketing technology management for leading manufacturer of digital signage. Led digital marketing efforts and sales enablement programs. Collaborated with development, product and content teams to increase brand awareness and grow revenue.

- **Directed strategy and launch** of global multi-site redesign, lifting organic visits by 9%, engagement by 25% and conversion rates by 40%.
- **Created lead nurturing strategy** increasing sales opportunities and overall lead quality.
- **Redesigned demand generation engine** increasing qualified leads and reducing cost-per-lead.
- **Aligned sales and marketing teams** by activating attribution modeling and pipeline metrics.
- Launched customer service chat platform, **increasing customer engagement by 300%**.

### Unigo Group

Senior Director of Digital Marketing

2/2014 - 8/2015

Strategic direction and product management of the Unigo.com website with a focus on engagement and user experience. Collaborated closely with development and design to align user experience goals and roadmaps to continually launch new features and functionality.

- **Developed an integrated marketing platform and segmentation engine** that increased customer engagement, drove revenue and enhanced content creation.
- **Increased college review submissions 10X** via a customer driven user experience and site promotion.
- Launched marketing automation campaigns to **drive revenue and repeat visits**.

### Knowledge Universe

Director of Digital Marketing

4/2010 - 10/2013

Directed digital and customer experience initiatives across all Knowledge Universe US brands. Primary areas of focus include customer acquisition, CRM, website operations and marketing platform management.

- **Defined enterprise digital roadmap and strategy** for four distinct brands with over 2,000 locations.
- **Increased conversion rates by 20%** from A/B and multivariate testing.
- **Drove over 20K leads a month** with 20% YOY growth via paid media, affiliates and partners.
- Created enterprise platform that synchronized location content driving a **double-digit ROI**.

**Nike, Inc.****Product Manager, Global Digital Commerce**

2009 - 2010

Contractor with Kelly Services: 1/2009 - 10/2009, 1/2010 - 4/2010

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

- **Increased cross sell revenue by 150%** by integrating and launching a data driven platform.
- **Saved over 1,000 hours each season for merchandising teams** by enabling auto attribution and mass update capabilities in product catalog platform.
- **Created product review feedback loop** for product creation organization, delivering real-time customer insight.

**Comcast Entertainment Group / The Golf Channel****Director of Marketing, GolfNow.com**

12/2005 – 12/2008

Directed marketing and eCommerce operations of the nation's largest golf tee time website. Provided strategic direction, creative design, platform management and user experience design for 150+ websites.

- Created distinct local marketing campaigns **lowering cost per customer acquisition by 48%**.
- Expanded to over 50 markets in 2 years, **increasing customer database over 200%**.
- **Increased revenue 50%** utilizing local marketing initiatives including paid search, radio and print.

**Nike, Inc.****Senior User Experience Developer - Digital Commerce**

6/2004 – 12/2005

Senior front-end designer and developer on Nike.com eCommerce website.

- Partnered with design in delivering cross-channel brand refreshes and design enhancements.
- Worked directly with brand, eCommerce and marketing in designing category, brand and product launch interactive promotions.

**PRIOR EXPERIENCE**

- **Senior Consultant**, Razorfish 6/1999 - 6/2004
- **Marketing Manager**, Chrome Data Corporation 12/1996 - 6/1999

**EDUCATION**

- **Oregon State University**: BS Business Administration, emphasis in Marketing. Minor in Graphic Design
- **University of Oregon**: Web Design and Development Program

**SKILLS**

- **Web Analytics**: Adobe Analytics, Google Analytics
- **CRM & CDP**: Salesforce, Lytics
- **Email & Marketing Automation**: MailChimp, Mandrill, Act-On
- **Content Management**: Ektron, Umbraco, WordPress, Concrete
- **Product & Project Management**: Jira, Confluence, BaseCamp, Trello, Balsamiq Mockups
- **Design and Publishing**: Photoshop, Illustrator, InDesign, Acrobat