



MATTHEW ST. JEAN

ONLINE MARKETING & LEAD GENERATION EXPERT

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+ EMPLOYMENT

- 2019 - Present **Sagent**
 Marketing Director
 Initiated rebrand from Clover Telecom to Sagent. Responsible for managing brand story and all sales/marketing collateral. Worked with executive leadership to enhance vertical-specific marketing strategies and develop aggressive account based marketing strategies for new products and services.
- 2017-2019 **Park Place Technologies**
 Director, Strategic Accounts, CSP
 Recommended by the Board of Directors to redesign and manage a growth initiative focused on Cloud Service Providers (CSP's).

 - Implemented Account-Based-Marketing (ABM) strategy
 - Identified all SaaS/IaaS/DaaS targets globally
 - Increased category revenue from \$8M to \$19M in 2018 (\$12M goal)
- 2016-2017 **Park Place Technologies**
 Director, Channel Marketing
 Focused on partner growth through digital marketing tactics and managed new & existing partner marketing needs.

 - Grew partner base to 500+ partners
 - Scaled strategic & paid marketing opportunities within national partners (CDW/SHI)
- 2014-2016 **Ardent Support Technologies**
 Marketing Director
 Designed and executed all aspects of lead generation to acquisition in 2016 by largest competitor.

 - \$9.6M online revenue growth in 24 months
 - \$26M attributed to sales pipeline
 - 61% growth in lead generation YoY
- 2014 - Present **207 Marketing & Design**
 Co-Founder, Director, Digital Strategy
 Worked with small businesses owners to dramatically increase online visibility at a reasonable price. Tactics include: local SEO, website development, reputation management and more.

 - Scaled customer base by 300% YoY
 - Managed over 1,000,000 website visits in 1 year
 - Certified HubSpot partner, reseller and investor
- 2011-2014 **Plixer (Cyber Security)**
 Marketing & Public Relations Manager
 Designed, implemented and managed lead generation strategies that included a 30-day free trial of network security software using NetFlow.

+ EDUCATION

2003-2007 **University of Maine, Orono**
 Marketing & Business Administration

+ PROFESSIONAL SKILLS

	average	good	skilled
Digital Strategy	●●●●●●●●		
SEO/PPC	●●●●●●●●		
Competitor Research	●●●●●●●●		
Lead Generation	●●●●●●●●		
Wordpress	●●●●●●●●		
HubSpot	●●●●●●●●		
SalesForce	●●●●●●●●		
SEMrush/MOZ	●●●●●●●●		
SalesLoft	●●●●●●●●		
Social Media	●●●●●●●●		
Microsoft Office	●●●●●●●●		
Adobe Suite	●●●●●●●●		
Mac Environment	●●●●●●●●		

+ PERSONAL SKILLS

	average	good	skilled
Project Management	●●●●●●●●		
Creativity	●●●●●●●●		
Organization	●●●●●●●●		
Written Communication	●●●●●●●●		
Team Player	●●●●●●●●		

+ CONFERENCES ATTENDED

Speaker – SalesLoft, Atlanta GA
 2015, (Speaker) 2016, 2018

SMX Advanced, Seattle WA
 2014, 2015, 2018, 2020 (Virtual)

HubSpot "Inbound", Boston MA
 2011, 2012, 2013, 2015, 2017, 2018, 2020

Gartner, Various Locations
 2014-2018, 12+ Locations