

# MATTHEW ST. JEAN

## ONLINE MARKETING & LEAD GENERATION EXPERT



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### + EMPLOYMENT

- 2014–Present **Ardent Support Technologies**  
Marketing Director  
Designed and executed all aspects of lead generation, including: SEO, PPC, Hubspot implementation & management, website development (UX/UI), Gartner analyst relations & Salesforce administrator.  
Key Facts:  
- \$9.6M online revenue growth in 24 months  
- \$26M attributed to sales pipeline (\$6M outstanding)  
- 61% growth in lead generation vs. last year  
- Acquired by largest competitor in 2016
- 2014–Present **207 Marketing & Design**  
VP of Marketing  
Work with small business owners to dramatically increase online visibility at a reasonable price. Tactics include: Local SEO, Website Development, Reputation Management.  
Key Facts:  
- Scaled customer base by 300% year over year  
- Managed over 1,000,000 website visits in 2015  
- Certified Hubspot partner & reseller
- 2011–2014 **Cyber Security Company**  
Marketing/PR Manager  
Designed, implemented & managed lead generation strategies that included a 30-day free trial of network security software using NetFlow.
- 2007–2011 **Specialty Sweets**  
Marketing Director / Co-Founder  
Developed online marketing strategies for Maine-based chocolate manufacturer to increase brand awareness, introduce online sales, and drive 3x revenue through website. Successful exit in 2011.

### + EDUCATION

- 2007 **Business Administration/Marketing**  
University of Maine, Orono

### + PROFESSIONAL SKILLS

	Good	Great	Expert
SEO/PPC (Google/Bing)	●●●●●		
Tradeshaw Management	●●●●●	●	
Competitive Research	●●●●●	●	
Website Design	●●●●●	●	
WordPress	●●●●●	●	
HubSpot	●●●●●	●	
SalesForce	●●●●●	●	
SEM Rush/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

- **SMX ADVANCED: SEATTLE, WA**  
2015, 2016
- **SMX EAST: MANHATTAN, NY**  
2014, 2015
- **MOZCON: SEATTLE, WA**  
2015
- **HUBSPOT "INBOUND": BOSTON, MA**  
2011, 2012, 2013