



# MATTHEW ST. JEAN

## ONLINE MARKETING & LEAD GENERATION EXPERT

 Website  
[www.mattstjean.com](http://www.mattstjean.com)

 Phone  
 207-651-9911

 Email  
 stjean85@gmail.com

### + 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.
- 2018-2019 **Park Place Technologies**  
 Director, Strategic Accounts Marketing, 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/DraaS targets globally
  - Increased category revenue from \$8M to \$24M in 2018 (\$12M goal)
- 2018-2019 **Park Place Technologies**  
 Key Contributor: Core Innovations Team  
 Founding member of Park Place Technologies Innovations Team (Skunk Works), a group of 10 employees selected by executive leadership, which successfully contributed to; innovating market disrupting technologies, new product development, and oversight of all product launches.
- 2016-2018 **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  
 Work 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

### + EDUCATION

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

### + PROFESSIONAL SKILLS

	average	good	skilled
Digital Strategy	●●●●●●●●		
SEO/PPC	●●●●●●●●	●	
Competitor Research	●●●●●●●●	●	
Lead Generation	●●●●●●●●		
HubSpot	●●●●●●●●		
Wordpress	●●●●●●●●	●	
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