

Matthew J. Moulton

Marketing Manager | Entrepreneur | Problem Solver

407.818.9032

moultonmj@gmail.com

linkedin.com/in/mattmoulton

Page 1 of 2

OVERVIEW

I am a creative and analytical professional who loves every aspect of digital marketing from web & graphic design to sales analytics. I specialize in forward thinking, imagining where the company could be in a few years then developing and executing the marketing strategies to exceed that vision. As a founding member of a wireless tech company, I experienced building a company from the idea stage into an industry leader in just a few short years. People would describe me as a problem solver. Come to me with any problem and I will figure out how to get it done.

PROFESSIONAL EXPERIENCE

Ninthboy Creative

Owner / Operator

Oct. 2018 – Present

Created a full-service marketing and design agency located in Central Florida.

- Create an online presence and marketing content for several clients. Projects included; developing brands, design and launch of websites, SEO, photography and videography, brochure design, email and marketing campaigns, content creation and social media management.

Monnit Corporation

Marketing Director

Sep. 2015 – Oct. 2018

Founder / Marketing Manager

Sep. 2009 – Sep. 2015

One of 5 founding members. Developed and executed all marketing strategies and projects to launch and grow the company. Hired, managed and grew the marketing team.

- Developed and executed all company marketing strategies.
- Designed and developed the company's brands, websites, user experiences, documentation, copy and content, marketing and email campaigns, product labeling and packaging, customer education and training programs, and partner/reseller programs.
- Managed SEO, paid search, digital media campaigns, newsletters, and social media marketing.
- Managed all of the company's products (over 2,000 SKU's).
- Managed all company press and media.
- Designed the user-experience and coded the front-end of Monnit's sensor monitoring web portal and mobile app.

EDUCATION

SUNY Potsdam - Potsdam, NY
Bachelor of Science in Business
May 2001

SKILLS

Marketing Strategy

Digital Marketing

Social Media Marketing

Brand Management

Product Management

Project Management

Process & Workflow Design

Google Adwords & Analytics

Web Design; HTML, CSS, Javascript, PHP, Wordpress, Shopify

Graphic Design; Adobe Creative Suite, Affinity Software, Davinci Resolve, Capture One, Sketchup, Photography and Video

HIGHLIGHTS

10+ years of experience developing **successful online marketing strategies.**

Developed and executed marketing strategies that lead Monnit to consistent **mid-double-digit growth** year over year.

Grew over **\$4MM in un-assisted product sales** through online web store in 2018, by developing an optimized user experience with online customer education.

Launched an **organic SEO campaign** ranking website **on first page for over 1,000 keyword phrases**, with over 300 to the #1 spot.

Launched a **distribution program** getting Monnit products into the **5 largest International Technology Distributors.**

Matthew J. Moulton

Marketing Manager | Entrepreneur | Problem Solver

407.818.9032

moultonmj@gmail.com

linkedin.com/in/mattmoulton

Page 2 of 2

PROFESSIONAL EXPERIENCE CONT.

BD Medical

Marketing Communications Specialist Sep. 2001 – Sep. 2009

Developed and managed websites for Infusion and Sharps business.

Developed interactive marketing tools to increase sales team efficiency.

- Managed graphic design, print layout, copy writing and copy approval of marketing and advertising materials (web & print).
- Designed and implemented a system to maintain current marketing materials on sales team computers.
- Developed and launched interactive selling tools to enhance the sales process with customers.
- Developed and launched an intranet site for the Sandy, UT facility.
- Managed the worldwide medical / surgical product catalog, company contact list and opt-out database.

Hardline Studios

Recording Engineer / Studio Manager Jul. 2001 – Sep. 2001

Marketing Intern May 2001 – Jun. 2001

Started as a college intern, and was told shortly after starting, that the studio was closing due to lack of business. I implemented a grass-roots marketing campaign targeted at college and Indy bands which brought in a bunch of business, saving the company from closing.

- Managed studio during business hours (responsible for all recording sessions and studio operations).
- Engineered, mastered and produced several recording projects.
- Developed and produced marketing materials for the studio, and began offering marketing services for studio clients as well.

Walt Disney World Resort

Professional Puppeteer / Character / Host Jun. 1998 – Jun. 2000

- Puppeteer at the Magic Kingdom's "Legend of the Lion King".
- Character Entertainer at the Magic Kingdom Park.
- Host / Greeter at the Magic Kingdom Park.

PERSONAL ACHIEVEMENTS

I was a singer in my "past life", having founded a college a cappella group which performed with professional groups such as Rockapella, Ball in the House, New York Voices, Stephanie Blithe (NY Opera), and Edwin McCain (Top 40 Recording Artist); I sang on-air to Katie Curic during the "Today" show, and sang the American and Canadian national anthems at a Major League baseball game.

RECOMMENDATIONS

"Matt's marketing strategies and execution helped our company grow from nothing to a formidable IOT company with consistent mid-double-digit growth year over year, for nearly 10 years." – Nick Mecham, Executive VP, Monnit

"Anyone hiring Matt will be extremely pleased with not only how much he can do for your organization, but also how much **fun it is to work with him.**"
– Brandon Young, Director of Software Engineering, Monnit

"Matt was an asset to Monnit, a joy to work with, and **someone we all want to collaborate with** because we know we will be more successful when we do."
– Chad Jaquith, Production Manager, Monnit

"If you are familiar with the Ideal Team Player, Matt encompasses it all: Hungry, Humble, and People Smart. He is **THE guy I would recommend for marketing and branding!**" – Lynnette Kehaulani, Embedded Software Team Lead, IMSAR

SUMMARY

I have a keen eye for detail and work tirelessly to ensure my projects exceed expectations. I'm known for starting project discussions with "What are we trying to achieve?" and then building a strategic game plan. I'm a team player who enjoys building relationships with co-workers and external contacts. I'm passionate about creating positive experiences and am always striving to improve myself, my team and my company.

References upon request