

# MATTHEW PARRY

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## MARKETING & USER EXPERIENCE (UX) EXECUTIVE

A hands-on **Marketing and User Experience (UX) Executive** with a successful eighteen-year track record of directing the design, deployment, and evolution of global marketing/UX programs. I specialize in building the marketing engine for high-growth companies to deliver more leads and customers.

## CAREER HISTORY

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### HONE:

4/2020 – CURRENT

#### **DIRECTOR OF ACQUISITION MARKETING**

Hone is a seed-stage startup that provides live expert-led classes to become a better leader, manager, and teammate for today's workplace.

- **Behind Hone's marketing program that resulted in 5x year over year growth in customer acquisition**  
With seed-level funding was able to generate 10x more leads per month through search programs, SEO optimization, live events, affiliate programs, and dramatic improvements to Hone's conversion rate.
- **Implemented Salesloft and Chilipiper to Automate Sales Processes** and created marketing automation programs to drive engagement. 40% of Hone's leads directly schedule a demo with sales.
- **Rebuilt and optimized the Hone website** Developed the new Hone website ([honehq.com](http://honehq.com)) from scratch with Wordpress and Elementor, earning Elementor's award for top site in November 2020 and resulting in a 1.9x improvement to conversion rates and 3x more website traffic.

### ELLIVENT:

4/2019 – 3/2020

#### **CO-FOUNDER/PRESIDENT**

Founded a company called Ellivent that streamlines the way exhibitors, trade shows and suppliers work together by combining a trade show listing marketplace and exhibit management software.

- **Developed Website and Marketing Materials** including all content and our downloadable ebook. Ellivent now indexes and displays thousands of trade shows and vendors from all over the world.
- **Created Product Prototypes & Managed Software Development.** This included customer research, building wireframes, developing customer stories and working with developers in Jira.
- **Implemented Hubspot** and created marketing automation programs to drive engagement within our customer panel.
- **Graduated from Rady StartR Accelerator** at UC San Diego.

### CLOUDBEDS:

6/2017 – 4/2019

#### **DIRECTOR OF MARKETING**

Head of marketing for a high-growth B2B SaaS company in the hospitality industry operating multiple brands in multiple geographies and languages. Improved lead generation through online and offline campaigns, implementation of marketing automation software, website testing, and lead assignment workflows.

- **Increased Monthly Booked Demos by 260%** through paid search, affiliate campaigns, and SEO optimization, without increasing average cost per booked demo.
- **Improved Website Lead Form Completion by 238%** through website testing, site optimization, and targeted landing pages.
- **Reduced Demo No-Show Rates by 20%** by implementing a new appointment booking system that made it easier to schedule appointments, send personalized reminders, track no-shows, and trigger automated campaigns.

- **Implemented Pardot** while replacing the previous marketing automation system and revamping email capture procedures, lead nurturing, and onboarding campaigns.
- **Made Websites and Communications GDPR Compliant** by implementing cookie controls via OneTrust software, running permission pass campaigns, and implementing new procedures to gain explicit opt-in.

GLOBAL ANALYTICS:

9/2011 – 2/2017

**SENIOR MARKETING AND USER EXPERIENCE (UX) DIRECTOR**

Led the creation and execution of marketing campaigns, websites, and mobile applications to meet unique customer targets in highly regulated markets. Developed requirements, wireframes, designs, and testing procedures. Managed web analytics measurement strategies, diagnostic tools, and Net Promoter Score.

HIGHLIGHTED RESULTS AND ACCOLADES

- **Grew Digital Acquisition 70%** through paid search and affiliate campaigns by developing new keywords and ad units, conducting ad/landing test paging, bid management and leveraging ad extensions.
- **Reduced Time-to-Market while Increasing UX Capabilities** to launch new product features and conduct site tests by developing teams across the globe (U.S./India), introducing prototyping tools, and initiating remote user testing.
- **Revamped Communication Systems by Steering the Purchase, Installation, and Adoption of Salesforce Marketing Cloud (ExactTarget)** to improve our sender reputation, decrease the number of messages going directly to spam, provide more targeted life-cycle communications, and decrease marketing costs.
- **Managed a Staff of 22 Marketing, UX, and Design Professionals** covering multiple brands across the U.S. and U.K. Provided positive and consultative leadership, launched an ongoing professional training programs and idea management solution, communicated targets and performance benchmarks, and celebrated individual and team successes.
- **Planned and Managed a \$15M Annual Marketing Budget** for affiliate advertising, paid search, display ads, social media campaigns, and SEO optimization.

DIGITARIA INTERACTIVE:

11/2010 – 9/2011

**SENIOR ANALYST AND WEB ANALYTICS EVANGELIST**

Created behavioral analytics models and visitor segmentation strategies that optimized online marketing/site performance. Provided one-on-one consultations with Fortune 100 clients.

- **Developed Analytics Framework** to help Intel to Identify and Improve Content for Embedded and IoT Developers that tracked customer viewing statistics.
- **Panelist at 2011 OMMA Behavioral Conference: Behavior Meets Brand.**

PROVIDE COMMERCE

11/2009 – 11/2010

**ANALYST: SITE OPTIMIZATION**

Enhanced website visitor experiences and improved site conversion by designing and deploying new website features, and landing page tests.

- **Managed a Website Testing Portfolio** that included ProFlowers, RedEnvelope, and Shari's Berries & Cherry Moon Farms.

## GOOGLE

5/2004 – 9/2009

### **PRODUCT STRATEGIST (7/2006 – 9/2009)**

Implemented Google Analytics and Website Optimizer services and solutions to 60+ websites with Fortune 100 advertisers, including 1-800-Flowers, Barclays, Fox Interactive, Supervalu, US Franchise Systems, & Warner Brothers.

- **Retained Top Clients** by delivering business insights and web analytics training to improve online marketing performance and website conversion.
- **Championed Engineering Efforts** to address feature shortcomings for auto-tagging, account linking, and goal creation.
- **Developed a Sales Effectiveness Dashboard for Internal Stakeholders** (team-initiative with 3<sup>rd</sup> party developers).
- **Featured Speaker at Google's Conversion University** and Regularly Presenter for C-level executive briefings, trade shows, and panel interviews, and led webinars and agency workshops.

### **ACCOUNT STRATEGIST: ADVERTISING SALES (5/2004 – 7/2006)**

Designed and managed search marketing campaigns for premier entertainment clients, including EA, Fox, Geffen Records, and Paramount. Authored engaging copy that attracted visitors while generating search engine optimized keywords and maximized click-through rates.

- **Built a \$6M Keyword Campaign for Yahoo! Music that Doubled Quarterly Advertising Spend.**
- **Reduced Search Campaign Build Times by 80%** by coding an industry specific campaign generation tool.

## GAMESPY

9/2003 – 4/2004

### **ADVERTISING ACCOUNT MANAGER**

Managed \$1.2M in digital advertising campaigns that included text and display advertisements, contests, special promotions, direct marketing, and newsletters to maximize customer response. Analyzed delivery rates/success levels, resolved technical issues, forecasted revenues, calculated month-end billing, and composed weekly client reports.

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## **EDUCATION**

### **MASTER OF BUSINESS ADMINISTRATION**

UNIVERSITY OF CALIFORNIA, SAN DIEGO

### **BACHELOR OF SCIENCE: MARKETING AND MANAGEMENT INFORMATION SYSTEMS (MIS)**

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO