MATTHEW PARRY

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MARKETING & USER EXPERIENCE (UX) EXECUTIVE

A hands-on **Marketing and User Experience (UX) Executive** with a successful twenty-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

HONE: 4/2020 – 9/2023
VP of Marketing

I led Hone's marketing teams from a seed-stage startup through their $30M Series B and built out a marketing team that encompassed communications, digital marketing, design, product marketing, and sales operations.

- **Led positioning and branding for Hone** Using 1st party research, industry research, customer interviews, and industry experts I led the initiative to develop and validate our category and brand position.
- **5x year over year growth in customer acquisition** With seed-level funding I 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.
- **Headed up Sales Operations** Administered sales tools, reporting, and marketing automation programs. 40% of Hone's leads directly schedule a demo with sales.
- **Rebuilt and optimized the Hone website** Developed the new Hone website (honehq.com) from scratch, earning an Elementor award and resulting in a 1.9x improvement to conversion 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 programs**
- **Created product prototypes & managed software development**
- **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.

- **Expanded monthly new ARR by 8x** from around 50k to 400k.
- **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%** via testing, site optimization, and 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 automations.
- **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 by 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** by developing teams across the globe (U.S./India), introducing prototyping tools, and 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.
- **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.

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.

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.

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

Designed and managed search marketing campaigns for premier entertainment clients.

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.

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