

# Matthew Peloquin

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**20+ Year Digital Marketer | Paid Search & Paid Social Expert | Google Analytics GA4/GTM Lead | Habitual Builder | Data-Driven Strategist | ENFJ-A**

- **Open to FULL-TIME and contract opportunities, both leadership or hands-on digital marketing roles. My priority in life is to find the right role that I enjoy daily!**
- Performance Marketing - Branding - Creative - Content Marketing - Site Content Strategies - Digital & UX Design - Data Analytics - CRO Optimization - General Consulting - SAAS - SFMC - Global B2B & B2C - Paid Search - Paid Social
- Marketing Executive with 20+ years of experience with B2B & B2C clients and advertising agencies, successfully creating operations and marketing policies which increased sales by as much as 500%.
- Skills include business model evaluations to improve online profitability, attribution modeling and performance marketing strategies and executions. I'm an ambidextrous thinker, a consummate "builder", always working to find better ways for automation, conversion rate optimizations, data transparency and integrations to better ensure 100% data-driven decisions and growth.
- Resume, Case Studies, Intro Video, Personality Assessments available at: <http://mattpelequin.com/resume>

## CONSULTING EXPERIENCE

### Fractional CMO & Marketing Consultant

Jan 2000 – Dec 2023

Quintessential Consulting

- Integrated Marketing and Agency Solutions, specializing in growth, branding, e-commerce and demand generation.
- Performance Marketing - Branding - Creative - Content Marketing - Site Content Strategies - Digital & UX Design - Data Analytics - CRO Optimization - General Consulting - SAAS - SFMC - Global B2B & B2C
- CHANNELS: Paid Search, Google Ads, Bing Ads, Paid Social, Facebook Ads, Instagram Ads, Meta Ads, LinkedIn Ads, Google Analytics GA4, Google Tag Manager, Content Marketing, Web Development, Traditional Media, YouTube Ads, Google Display, Programmatic, SEO, Amazon Ads, Salesforce, Hubspot, UX/UI, CRO, Web Design & Development, All data dashboard services

### Companies and brands worked with include:

#### Agencies:

iProspect, Fearless Media, MGH, Born Group, Pod1, Group FMG, Adchemy, O'Grady Meyers, Ovative Group, TribalDDB, Liquid Designers, Grafik, Compass Knowledge, Again, Apollo Interactive, Gaia Group, Quench, Vigor, Varsity, Love & Company, Pavone, PMG, Masterworks, WalmartLabs

**Auto:**

Capital One Auto Finance, Autobytel, TrueCar, CarSmart, Car.com, Autoweb, Autosite, VA Tire, Harley Davidson

**Communications:**

Crown Castle, Hawaiian Telecom

**Education:**

Relias, Nurse.com, ContinuingEducation.com, Higher Learning Technologies, University of Phoenix, University of Cincinnati, Stevenson University, Charter Schools USA, School Group

**Entertainment:**

PBS Kids, WGBH, Design Squad, Peep and the Big Wide World, Plum Landing, CinemaNow, iHeart, Clear Channel

**Financial:**

Capital One, Capital One Auto Finance, Convergent Wealth, Anybill, Ameriquest, Commercial Bank of New York, Credentia, ThinkCreditReport, Western Federal Credit Union

**Food & Restaurant:**

Nestle, Chili's, Jack in the Box, Fazoli's, Del Monte, StarKist, Sun-Maid, Chasin' Tails, Erik's DeliCafe, Marble Slab Creamery, Great American Cookie, Taste of Orange County

**Health & Wellness:**

Relias, Optavia, Nurse.com, Higher Learning Technologies, NCLEX Mastery, University of Maryland Medical Center, Evariant, Blue Cross of California, Prostate Cancer Foundation, Powerbar, Curves, HCPlive, Visonworks, Capital Vein, Love & Company, Mount Nittany Health, Commonwealth Senior Living, ContinuingEducation.com,

**Homes & Building:**

Tripoint Homes, Bozzuto, Brookfield Homes, Eya, NuLook, Next Day Moulding

**Home Services:**

JK Moving, Reliant Energy, DS Waters, BidMyCleaning

**Public Affairs:**

DDC Advocacy, One Bread Foundation, Southern Strategy Group, American Bureau of Shipping, Alliance for Main Street Fairness, American Petroleum Institute, American Beverage Association, Private Equity Growth Capital Council, Workforce Fairness Institute, Solar Secrets

**Retail:**

Staples, Meijer, Piperlime, American Apparel, Cole Haan, Talbots, ApartStyle, Sassoon, Curves, Piperlime, Fossil, Skagen

**Children:**

Toys R Us, Babies R Us, Diapers.com, PBS Kids, WGBH, Design Squad, Peep and the Big Wide World, Plum Landing

**Men's & Womens:**

American Apparel, Cole Haan, Talbots, ApartStyle, Sassoon, Curves, Piperlime, Fossil, Skagen

**SAAS:**

Relias, Nurse.com, ContinuingEducation.com, Higher Learning Technologies, NCLEX Mastery, ChannelAdvisor, OpenText Security, Guidance Software, Sophos, Astaro, PodKeeper, Anybill

**Senior Living:**

Varsity Senior Living Agency, Love & Company Senior Living Agency, Commonwealth Senior Living, Edgewater, Meadowood, John Knox Village, Carlyle Place, The Knolls, The Overlook, Trinity Landing, Westminster Canterbury Richmond, St. James Place, Blue Skys of Texas, Channing House, Bethel

**Staffing:**

Wipro, Nurse.com, AlwaysHired

**Travel:**

Norwegian Air, Hawaii Visitor & Convention Bureau, OC Tourism

**Video Games:**

Bethesda Softworks, 2K Games, Epic Games, Gearbox Software, Atari, GameFly, Fortnite, Fallout 4, Civilization VI, DOOM, Elder Scrolls Online, Skyrim, Duke Nukem 3D, Quake, Paragon, Prey, Dishonored 2, Skyforge

**CONSULTING HIGHLIGHTS:****Relias**

- Increased Nurse.com Digital Advertising B2B sales leads by 262% Y/Y for primarily EEO and job board product sales

**Commonwealth Senior Living**

- Consulting for 37-location senior living company, strategic planning for online demand marketing
- Increased SQL volume by 200% with a 75% increase in sales closures

**Wipro**

- Revamped Martech via Salesforce MRF to improve campaign launch turnaround time from 14 days to 12hrs
- Created automated system reducing Paid Social staff from 5 employees to 1
- Increased click engagement by 400%
- Increased SQL LinkedIn lead form completions by 250%
- Increased SQL via on-site conversions (whitepapers, report downloads, event registrations) by 300%
- Decreased cost-per SQL by 300%
- Migration of Salesforce & Asana project management system to Workfront

**Norwegian Airlines**

- Increased US ROI by over 150% Y/Y
- Markets managed include United States, Ireland, Argentina and ROW

## FULL-TIME EXPERIENCE

### Vice President of Marketing Innovation

Jan 2021 - Nov 2021

Love & Company, Frederick

- Leadership of the Senior Living marketing agency department for all client strategies
- Management of 15+ team lead including Creative & Copy Department, Art Department, Digital Interactive Department for all client website development, Content Marketing Department and Media Department Interactive Department for all client website development, Content Marketing Department and Media Department
- Devised strategies to improve client lead-to-SQL conversion rate by 250% and lead-to-sale rate by 175%
- Served additional role as Media Director
- Development of all client annual media plans
- B2B Management of Love & Company new business customer acquisition planning
- Member of 5-person Executive Leadership Team for all Financial and Company operational planning
- CHANNELS: Paid Search, Google Ads, Bing Ads, Paid Social, FaceBook Ads, Instagram Ads, Meta Ads, LinkedIn Ads, Google Analytics GA4, Google Tag Manager, Content Marketing, Web Development, Traditional Media, SEO, HubSpot, Salesforce, Yardi, CRMs

### Head of Performance Marketing

Nov 2018 - Jan 2020

Higher Learning Technologies, Iowa City

- Increased digital marketing ROI for SaaS company by over 275% Y/Y
- Devised performance marketing strategies for channels of Paid Search, Retargeting, Apple Search, Google UAC for Android and iOS
- CHANNELS: Paid Search, Google Ads, Bing Ads, Paid Social, FaceBook Ads, Instagram Ads, Meta Ads, LinkedIn Ads, Google Analytics, Google Tag Manager, SEO

### Head of Paid Search

Nov 2015 - Feb 2018

Fearless Media, New York

- Department Management of Paid Search, Google Display Network, YouTube, Apple Search, Amazon AMS, Google UAC marketing channels
- Migrated clients from traditional awareness model to DR to drive sales, build an attribution model and optimize marketing efforts towards purchase inten
- Clients include Bethesda Softworks, 2K, Epic Games and Gearbox video game titles including award-winning titles Fallout 4, Dishonored 2, DOOM, Civilization VI, Fallout Shelter (mobile), Elder Scrolls, Skyrim, Quake Champions, Bulletstorm
- CHANNELS: Paid Search, Google Ads, Bing Ads, Paid Social, FaceBook Ads, Instagram Ads, Meta Ads, LinkedIn Ads, Google Analytics, Google Tag Manager,, YouTube Ads, Google Display, Programmatic, SEO, Amazon Ads

## **Director of Search & Customer Acquisition**

Dec 2005 - Jan 2007

TrueCar, Santa Monica

- Built search engine marketing department while authoring business and technical requirement documents for search marketing technology tools.
- Produced dynamic landing pages, creative production tools for local user targeting, cross-website product up-sale portals.
- Managed external relationships with lead buyers, helping to negotiate the best prices for purchased leads
- Targeted new partnerships to further monetize all conversions while also serving as product manager for Amazon Car Buying program
- Reported to the COO on all areas of lead acquisition and referral while managing PPC for the 3 TrueCar websites.
- CHANNELS: Paid Search, Google Ads, Bing Ads, Paid Social, FaceBook Ads, Instagram Ads, Meta Ads, LinkedIn Ads, Google Analytics, Content Marketing, Web Development, Traditional Media, SEO

## **Manager of Search Engine Marketing**

Jan 2005 - Dec 2005

Autobyte, Inc., Irvine

- Increased Search Marketing ROI by 100% within first 3 months through search engine marketing across (5) Autobyte properties.
- Collaboration with New Business Development team to devise strategies for CPA partnerships.
- Developed creative copy, keyword lists, implemented search strategies and analysis of search marketing campaigns.
- Created technical and business requirement documents for website revisions and enhancements to in-house bid manager system "Black Condor"
- CHANNELS: Paid Search, Google Ads, Bing Ads, Google Analytics, SEO

## **Search Engine Marketing Manager**

Aug 2004 - Jan 2005

Tribal DDB, Los Angeles

- Search Engine Marketing Manager for the first Search Engine Marketing department within the global DDB agency.
- Developed creative and implemented search strategies and all analysis of search marketing campaigns.
- New Business Development to devise strategies to best obtain new clientele.
- Management of affiliate campaigns using 3rd party services such as Commission Junction, LinkShare, Direct Response, WhiteFence.
- CHANNELS: Paid Search, Google Ads, Bing Ads, Google Analytics, SEO

## **Head of Search Engine Marketing**

Oct 2003 - Aug 2004

Apollo Interactive, Los Angeles

- Built search engine marketing department, devising all paid & organic search strategies and analysis for clientele.
- New Business Development to devise strategies to best obtain new clientele
- Management of affiliate campaigns using 3rd party services such as Commission Junction, LinkShare, Direct Response, WhiteFence
- CHANNELS: Paid Search, Google Ads, Bing Ads, Google Analytics, SEO

## **Manager of Search Engine & Online Marketing**

Mar 2003 - Oct 2003

Sophos, Boston

- Negotiated contracts with partners Tucows and CNet, design/tracking of corporate newsletters via ExactTarget.
- SEO rank improvement from >100 to 1st page for over 20 targeted keywords via creation of white-hat triangular linking methodology involving no outbound links
- Development of syndicated materials such as RSS and .JS feeds to provide free content, which added a new inbound link to Sophos (formerly Astaro).
- CHANNELS: Paid Search, Google Ads, Bing Ads, Google Analytics, SEO

## **Manager of eCommerce & Online Marketing**

Mar 2002 - Mar 2003

CitiSchemes, Boston

- Revised company business model to stimulate ecommerce profitability as well as design and administration of all web properties.
- Managed all print, email & online marketing including SEO rank increase for keyword "contemporary furniture" into Google US top 20.
- Targeted and weighed economic options for various third-party services such as email clients & web servers and negotiated contracts.
- Construction of internal sales tools such as the Product Image Library and Web Information Guide to aid all store location personnel.
- CHANNELS: Website Design, Web Development, eCommerce Store Design, SEO

## **Manager of Online Marketing & Web Production**

Jan 2000 - Jan 2002

Commercial Bank of New York, New York

- Managed all areas of online marketing, web design, corporate intranet development, SEO, while coordinating marketing & print advertising
- Worked with various 3rd party companies, maintaining company ebanking software
- Training of all new customers while providing Customer & Technical support for all user technical/customer inquiries
- CHANNELS: Web Design, Web Development, SEO, Traditional Media

## **EDUCATION**

### **Doctor of Philosophy (Ph.D.) - Psychology**

Oct 2023 - Jan 2025 (Expected)

*American International Theism University, Englewood, FL*

### **Masters of Business Administration**

Sep 2002 - Nov 2023

*Quantic School of Business & Technology, Washington, D.C.*

### **Associates: Sociology**

Sep 1993 - May 1997

*University of Massachusetts, Amherst, MA*

### **Bachelor's: Communications**

Sep 1993 - May 1997

*University of Massachusetts, Amherst, MA*

### **Bachelor's: Psychology**

Sep 1993 - May 1997

*University of Massachusetts, Amherst, MA*

## SKILLS

- A/B Testing
- Adform
- Adobe Photoshop
- Adroll
- Affiliate Marketing
- AirTable
- Amazon AMS
- Apple Search
- AppsFlyer
- Building Digital Marketing departments
- Channable
- CMS Ecommerce Platforms
- comScore
- Content Development
- Conversion Rate Optimization
- Copywriting
- Coremetric
- Customer Acquisition
- Datarama
- Digital Marketing
- Display Advertising
- DoubleClick
- DS Inventory Management
- Facebook Ads Manager
- Google Ads
- Google Analytics 360
- GA4
- Google Display Network
- Google Flights
- Google Shopping
- Google Tag Manager
- Google UAC
- Graphic Design
- HTML
- iActivate
- Impact Radius
- Infographics
- Instapage
- iPredictus
- Javascript
- Jira
- Kayak
- Kenshoo
- Keyword Research
- Landing Page Optimization
- Lead Generation
- Localytics

- Madgex
- Magento
- Marin Software
- Metabase
- Metasearch
- Miro
- Mobile Marketing:
- Momondo
- Multivariate Tests
- Nielsen
- Omniture
- Pathmatics
- Penetrace
- Performance Marketing
- PowerBI
- PPC
- Product Management
- Product Management
- Product Marketing
- SaaS
- Sales team collaboration
- Salesforce
- SEM
- SEO
- Sizmek
- Skyscanner
- Social Media Marketing
- Unbounce
- User Experience
- Versa
- Web Design
- Website Development
- White papers
- Wordpress
- Wrike
- YouTube Ads



## LICENSES & CERTIFICATIONS

- Certified Blockchain and Digital Marketing Professional™
- Bing Ads Accredited Professional Certification
- Google Ads Display Certification
- Google Ads Mobile Certification
- Google Ads Search Certification
- Google Ads Video Certification
- Google Analytics Individual Qualification
- Google Digital Sales Certification
- Google Shopping Ads Certification
- HubSpot Academy Social Media Certification
- HubSpot Inbound Certification
- HubSpot Inbound Marketing Certification
- Marin Software Account Administration
- Marin Software Campaign Management
- Marin Software Reporting
- Marin Software Search Certification
- Moz SEO Training Course
- eMarketing Institute SEO Certification
- HIPAA Privacy and Security Certification

## CAREER ASSOCIATION MEMBERSHIPS

- Organization of Search Engine Optimization Professionals
- SEOby
- SEOpors.org
- Internet Society
- International Webmasters Association
- Web Design & Developers Association
- International Web Developers Network
- Committee of Concerned Journalists
- Boston Interactive Media Association

## NON-PROFIT WORK

### Founder

*SupportFathersRights.org*

Jan 2022 - Present

### Other:

- Prostate Cancer Foundation
- Much Love Animal Rescue
- Rover Rescue
- Donors Choose
- Recreation.gov
- Independent Living Housing
- One Bread Foundation
- School Group
- ConfidentCanine.com
- PASG (Parental Alienation Study Group)