




Matthew Bennett

Stamford, CT 

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An entry-level marketer with over a year of full-time experience in digital media operations. My hands-on approach and ability to collaborate effectively with stakeholders has led to successful campaigns and meaningful contributions to organizations.

Experience

MAY 2022 - PRESENT

Media Technology & Operations Associate/SSCG Media Group, New York, NY

- Launched over 1,000 digital pharmaceutical advertisements including monitoring & analyzing live data within Google Campaign Manager to meet objectives.
- Recommended, tested & implemented Floodlight tags across 4 brand sites to ensure optimal data collection to deliver for business reporting needs.

AUG 2019 – MAR 2020

Director of Sports Marketing Intern/University of New Hampshire, Durham, NH

- Designed and created a range of promotional materials (including digital graphics, brochures, and various advertisements) for 6 sports teams to capture the spirit of each team while being unique to UNH using Adobe Photoshop.
- Wrote announcer scripts and assisted to make sure games throughout the season ran smoothly with adequate timing and appropriate marketing of upcoming games and events.

MAY 2019 – AUG 2020

Business Development Intern/NESC Staffing, Portsmouth, NH

- Generated over 450 leads for potential clients through quality research and communications while maintaining an internal CRM database.

Certifications

SEO Certification • Advanced Google Analytics • Google Data Analytics • Content Marketing • Inbound Marketing • Fundamentals of Digital Marketing • Data Analytics

Education

MAY 2021

Bachelor of Science in Business Administration/University of New Hampshire

Peter T. Paul School of Business & Economics

Achievements & Community Service

2023

Red Cross Media Volunteer/CT/RI

Notify regional audiences of fire-related developments and contributions to public safety efforts.

2017

Eagle Scout/Boy Scouts of America, Troop 25

Managed a team of 20 scouts and adults to construct and install Corian signs for a local swampland.

2013

Cuban Relief Project/Havana, Cuba

Raised \$3,000 worth of medical supplies and delivered them to synagogues in Havana.