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Rochester NY

MATTHEW CODE

Digital Marketing and E-Commerce

ABOUT ME

I'm a Digital Marketing and E-commerce professional with a strong background in IT, web development and photo editing applications. My knowledge and experience allow me to collaborate across different departments in an organization, giving me a clear understanding of both the timeline and needed path to execute and deliver on marketing campaigns.

EXPERTISE

Digital Marketing	████████████████████
SEO/SEM	████████████████████
Social Media Marketing	████████████████████
Email Marketing	████████████████████
Affiliate Marketing	██████████████████
E-Commerce	████████████████████
Analytics & Reporting	██████████████████
Web Development	██████████████████
Photo Editing	██████████████████

DIGITAL PORTFOLIO



To see my work and learn all about me visit **mattcode.com**

WORK EXPERIENCE



OWNER

Canterberry Gifts / Rochester, NY (2018 - Present)

An E-Commerce gift shop that provides a variety of branded gift baskets with a large inventory of drop shipped products.

Developed and executed a brand, marketing, and operations strategy that exceeded revenue projections by 60%.

- Launched and managed all affiliate, email, social media, SEM, and SEO campaigns.
- Drove growth of all combined social media channels to over 10K followers and an email list of over 10K Subscribers
- Created and designed all digital assets, including website and branded assets for both marketing campaigns and brand strategy.
- Developed website applications for email acquisition and product customization preview allowing for an expansion of products and enhanced customer experience.
- Implemented a system of product sourcing, order fulfillment, and inventory management



MANAGING PARTNER

etelligible / New York, NY (2011-2018)

A start-up boutique digital solutions company serving small and mid-sized businesses with Internet marketing strategy, website design, website development and hosting services.

Developed and deployed new digital marketing and growth programs for clients in the real estate, retail, service and e-commerce sectors.

- Developed a subscription-based turnkey realtor web solution with product feeds for 3rd party integration; initiated and customized from an automated bash script.
- Developed, designed and hosted multiple websites with a dedicated Linux CENTOS server including an e-commerce website featuring over 60 lines of cookware and over 20 real estate websites with over 3,000 combined listings.
- Implemented and managed multiple client SEO, SEM and email marketing campaigns resulting in a 30% increase in business.
- Created on-line product feed enabling real estate clients to more efficiently post and promote listings that resulted in approx 40% increase in customer click-through rate.

SOFTWARE

Adobe Photoshop	<div style="width: 100%;"></div>
Adobe Dreamweaver	<div style="width: 100%;"></div>
Adobe Premiere Pro	<div style="width: 100%;"></div>
Adobe Animate	<div style="width: 100%;"></div>
Word	<div style="width: 100%;"></div>
Excel	<div style="width: 100%;"></div>
Powerpoint	<div style="width: 100%;"></div>
Mailchimp	<div style="width: 100%;"></div>
SEM Rush	<div style="width: 100%;"></div>
Google Analytics	<div style="width: 100%;"></div>
Google Ads	<div style="width: 100%;"></div>
CMS	<div style="width: 100%;"></div>
Shopping Carts	<div style="width: 100%;"></div>

Interests

Music Composition - Completed two albums



Guitar



Piano



Photography



Golf



Cycling



Skiing

WORK EXPERIENCE



MANAGER, E-COMMERCE & DIGITAL MARKETING

L'Oréal USA / New York, NY 2010-2011

L'Oréal is the world's largest cosmetics company and has developed activities in the field concentrating on hair color, skin care, sun protection, make-up, perfume, and hair care

Transitioned *essie.com* to L'Oréal's navigating branding and political demands by overhauling the website under budget and within a small time frame of 3 months.

- Coordinated the exploration for the logistical and political possibility to fulfill e-commerce through *essie.com*.
- Determined a solution to resolve e-commerce fulfillment by implementing shopping cart transfer, which sends items directly to a vendors shopping cart.
- Formulated a development plan to ensure a time-sensitive delivery on the scope of work, including the transition of branding, e-commerce and website architecture.



E-COMMERCE MANAGER

Essie Cosmetics / New York, NY 2007-2010

Essie is the go-to nail brand for salon professionals, beauty junkies, industry insiders, celebrities and fashion icons around the world. Essie Cosmetics was purchased by L'Oréal in 2010.

Orchestrated the evolution for *Essie.com*'s digital presence from a branded property to a fully functional e-commerce property, generating to over \$900K per year in revenue within 3 years.

- Designed and managed the development of two *Essie* website releases; managed the integration of the e-commerce order processing and ERP system; boosted fulfillment capabilities by 150%.
- Managed product initiatives with the Marketing leadership; managed timelines and milestones, allocation of resources, delegation of tasks for technology consultants, tracking progress and ensured deliverables, email campaigns (A/B Testing)
- Managed web assets and content; improved customer acquisition, retention, and loyalty; monitored analytics for trends *and statistics*.

Education



University of Dayton, Dayton, OH
Bachelor of Arts, Communications