

Matthew Meyers

+1 803 760 5506 / meyersmatt688@gmail.com / Waycross, GA 31501

Summary

Results-driven marketing executive with 13+ years of experience scaling brands across digital, eCommerce, and B2B/B2B2C sectors. Proven success in developing and executing high-growth strategies that drive brand awareness, lead generation, and revenue. Adept in both creative and performance marketing, team leadership, and martech implementation. Campaigns have generated over 500M+ social views, with multiple viral performances exceeding 10M+ views. Experienced in cross-functional collaboration, C-level reporting, and managing multi-million-dollar budgets in fast-paced, growth-stage environments.

Authorized to work in the US for any employer

Work experience

Chief Marketing Officer

Mid-South Feeds • Remote

February 2025 to Present

Spearheaded digital transformation and brand modernization across pet, livestock, wildlife segments, and modern agriculture.

Drove multi-platform brand awareness, generating 10M+ views on viral campaigns & total impressions across Meta & YouTube.

Built and led a cross-functional marketing team from 0 to 15+ members.

Launched and promoted new product lines using AI tools to streamline content creation.

Directed nationwide B2B and B2B2C dealer/distributor recruitment across the U.S. and select international markets.

Integrated CRM/automation platforms for onboarding, nurturing, and campaign analytics.

Managed multi-million dollar budgets and presented KPIs and strategy to executive leadership.

Social Media & Digital Marketing Manager

D.E. Brown Construction • Remote/In-Field

January 2022 to January 2024

Built the company's first digital marketing ecosystem, including branded website content, SEO pages, and lead funnels.

Managed all social channels (Facebook, IG, LinkedIn), increasing online engagement by 4x.

Launched PPC campaigns (Google, Facebook) that drove qualified leads and supported regional growth.

Coordinated marketing campaigns with active bid cycles and project pipelines to drive more timely, qualified leads and support business growth.

Created monthly reports on campaign performance and lead sources using Google Analytics.

Modernized the brand's identity across digital, proposals, and jobsite signage.

Marketing Director

Fifth and Timber • Remote

March 2019 to January 2022

Managed digital advertising, content strategy, and influencer partnerships for DTC retail brand.

Created conversion-focused landing pages and automated email flows in Klaviyo.

Oversaw paid media campaigns and Shopify operations, driving revenue growth.

Directed seasonal launches with A/B testing and optimized sales funnels.

Managed internal and external collaborators, including vendors and freelancers, to deliver coordinated digital campaigns and marketing assets.

Content Partnerships Lead

Machinima • Remote

November 2011 to February 2019

Built and operated a personal YouTube channel under the Machinima network, generating 500M+ lifetime views through original content, branded series, and high-performing viral videos.

Collaborated with top creators and gaming brands (e.g., E3, NVIDIA, Blizzard) on sponsored campaigns and content integrations.

Led YouTube talent management for partnered creators, offering performance coaching, channel strategy, and audience growth guidance.

Oversaw daily publishing and scheduling to maintain engagement with millions of subscribers.

Provided insights and performance reports to internal stakeholders and external partners.

Education

Business Marketing (Bachelor's degree)

University of South Carolina-Columbia • Columbia, SC

August 2015 to May 2019

Skills

Data-driven decision making

Campaign Analytics & Attribution

Cross-functional collaboration

Paid search advertising campaigns

Search engine marketing (SEM) strategy development

WordPress

C-Suite experience

Pay-per-click (PPC) advertising

Project management

Responsive web design

Inside sales

Elementor

AI-Accelerated Creative Workflows

Marketing - Marketing experience (11-15 years)

Hiring

Recruitment marketing automation tools

Web analytics

Email & SMS Marketing

HubSpot

Copywriting

Cost per lead (CPL) reduction

Acquisition strategy

International Campaign Execution

Brand awareness strategy

Click-through rate (CTR) improvement

Facebook Advertising

A/B testing

Data analytics

Social media marketing

Adobe After Effects

Digital campaign management

CRM

Vendor relationship management

Customer service

Google Analytics

Video editing

Conversion optimization

SaaS

Customer relationship management

B2B

Customer acquisition

B2C

Enterprise sales

Talent management

Outside sales

B2G

Email marketing campaigns

Content marketing strategy

Customer retention rate increase

Vendor management

Business consulting

Meta Ads

B2B marketing

Customer retention strategy

Analysis skills

Brand Development

Shopify

Automation (HubSpot, Klaviyo, Mailchimp, GoHighLevel)

CAC/LTV Modeling

Paid search marketing

HubSpot CRM

Case studies

Multichannel marketing

Social media management

Content creation

Generative AI

Editing

Teamwork

Digital marketing

Direct sales

Channel sales

E-commerce

Customer lifetime value (CLV) growth

Graphic design

Event marketing

Adobe Premiere

Product positioning

Managing marketing project budgets - Largest marketing project budget managed (More than \$1M)

Search engine optimization (SEO) strategy development

Marketing analytics

Google Ads

Team development

Marketing ROI (MROI) improvement

AI

Paid Media (Meta, Google, TikTok, LinkedIn, YouTube)

Marketing automation

SEO/SEM (Rankmath, Yoast)

Growth marketing strategy

Digital Marketing Strategy

Branding

Video Editing (CapCut, RunwayML)

Remote Team Leadership

Adobe Creative Suite

Cross-Channel GTM Strategy

Shopify & eCommerce Ops

Links

<https://www.image2url.com/r2/default/documents/1778029518225-22488c87-38de-47f4-b822-27d43f7fe3a1.pdf>

Certifications

CompTIA Advanced Security Practitioner

CompTIA Network+

CompTIA A+

CompTIA Security+