

M/U

Matthew Upton

PROFILE

Dynamic marketing manager, specialty in eCommerce, with a five+ year track record improving salve by a minimum of 200% annually. Built and managed teams of from two to thirty covering several projects at a time.



ADDRESS

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WEBSITE

MUPD.net

KEY SKILLS AND CHARACTERISTICS

Shopify, Adobe (Phtoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects) JetBrains Webstorm, Photography, Video Production, Paid Ads (Facebook, Google, LinkedIn, retargeting), Google Analytics, SEO, ADA/WCAG compliance

EXPERIENCE

ECommerce Asst. Manager • Nitori USA Co. • Ontario Ca

2018 - Present 4 yr

Oversaw all aspects of the online eCommerce store. Increased eCommerce annual sales 750% implementing and creating structure for digital media strategies, furniture delivery, store pickup, adding online financing options, improved purchase confidence through custom coding and product customizations. Managed multiple teams both internal and overseas. Developed new strategies for online advertising, chat bots and email marketing. Grew internal eCommerce team from two to ten people.

Marketing Manager • Lever Your Business • San Bernardino Ca

2017 – 2018 1 yr 11 mos

Managed eCommerce and all website maintenance for Lever Your Business, Hey Dude Shoes and We-Wood Watches. Increased eCommerce annual sales 610% by rebranding media strategy, developed affiliate / influencer programs, creating new strategies for email and social marketing as well as developing new content through planning photo/video projects internally and with influencers. Grew eCommerce team from two to 16 people.

Owner • MUPD • Ontario Ca

2012 – Present 11 yr

Managed several projects at a time, developing creative and websites for multiple industries including everything from clothing companies to funeral homes. Created content through multiple methods of photography, videography, graphic design and building websites on various platforms as well as custom coding. Frequently learned new skills, techniques and technology to meet up to date trends and requests.

EDUCATION

California State University of San Bernardino • San Bernardino, CA

May 2012 • Bachelor of Arts in Graphic Design Marketing

REFERENCES

Shumpei Yoshizawa

Marketing Manager

Nitori US Co.

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Jose Curiel

HR & Recruitment Manager

Lever Your Business

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