

Matthew Schramel

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EXPERTISE: **Online Marketing Management**

QUALIFICATIONS SUMMARY

Over 11 years of professional experience in marketing and creative design.

- Leadership: By example, to exceed business objectives
- Management: Optimizing driven, creative people
- Marketing: SEO, Google certified, AMA member
- Sales: Lead qualifying, closing, account management
- Retail: CPC, affiliate marketing, ad variant testing
- Creative: Web Design, Flash, graphic design & production, illustration

PROFESSIONAL EXPERIENCE

Marketing Director, Creative Director

Racing Net Source Publishing LLC (2002 - current)

Results

- Guided RNS from a start-up to a multi-million dollar internet company
- Created a new e-marketing business unit, servicing our advertisers, creating the highest revenue growth for the company.
- Managed several successful online retail stores
- Grew online traffic 987% to over 700,000 unique visitors per month
- Expanded the company by developing several profitable products.
- Website of the year runner up for the 2006 Dot Com Awards for the high performance automotive industry

Key Projects

- Manage 40+ online banner and PPC campaigns.
- Track conversions on all campaigns to optimize ROI.
- Lead web designer and creative director for all online properties.
- Build multiple, fully functional e-commerce web sites.
- Cultivate a relationship between sales, marketing and production staff.
- Produce all sales and marketing communications.

- Innovate viral marketing, e-mail blasting, video content and advertising, and social networking strategies.
- Manage a growing team of creative professionals.
- Manage the day-to-day operations and develop new business strategies with the CEO and COO.

Freelance and Entrepreneurial Projects

1998 - current

- Produced all e-marketing for the National Guard American Drag Racing League, including web site, magazine, promotions, and online television show.
- Launching a social niche networking site targeting 2,000,000 users.
- Launched Costhouse.com, and online retail and affiliate marketing shopping site.
- Developed a social-networking site for adjunct professors.
- Managed production of graphics for Dreyer's ice cream web site.
- Produced graphics Department of Veteran Affairs videos presented to U.S. Congress.
- Handled Photo color-correction for nationally circulated catalogues, store imagery and model shots for a Macy's campaign.
- Designed a trade-show booth for an Aerospace industry show.
- Other clients include: Andersen Consulting, CompareRateQuotes.com, DougHerbet.com, Energizer, Entelligence, Marketing Alternatives, Marketing Direct, Monsanto, Nestlé, Promotional Consultants Inc., and Zipatoni.

Interactive Marketer

PriceWaterhouseCoopers (1999-2001)

Managed proposals, presentations, web sites and other materials for the firm's senior partners and Fortune 500 companies.

Graphic Designer

Wilcoxon Office Plus (1997-1998)

Designed and produced advertising, signage and other promotional communication.

EDUCATION & TRAINING

- **B.S. E-Marketing**, Maryville University, GPA 3.88
- **Google Adwords Certified**
- **Web Design Certified**, University of Missouri, St. Louis

ADDITIONAL INFORMATION

- Pursuing MBA
- Certified in PC, Mac, PhotoShop, Flash, Website analytics, Dreamweaver, Illustrator, Quark, Office.
- Available to travel and relocate