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 Based in
Seattle

EDUCATION

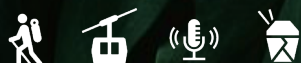
 **Elon University**
2010, *cum laude*
B.A. Strategic Communications
Minor, Business Administration

SKILLS

- Product marketing
- Brand strategy
- Product management
- Digital marketing
- Program management
- GTM positioning
- B2B marketing
- Team leadership
- Data analysis
- Project management
- Financial management
- Executive presentations

AFTER WORK

I love exploring the beautiful PNW, snowboarding, and traveling (when we're not facing a pandemic). I enjoy action movies, trivia, podcasts, and finding the best takeout food in my neighborhood.



LAURA MATTHEWS

- 10+ years of account leadership experience directing integrated marketing strategies
- Versatile background in industries including technology, manufacturing, CPG, tourism, media
- Collaborative and strategic, with talents for relationship building and problem solving
- Hardworking doer who leads teams by example
- Innovative thinker driven by research and data

EXPERIENCE

VMLY&R – Account Director

August 2018 – Present

- Establish overarching account direction and lead integrated marketing efforts, including product marketing strategy, branding, creative, digital / technology development, production, media, content, and e-commerce.
- Drive team comprehension of business goals and competitive landscape. Build strategies to meet key objectives and direct cross-functional teams of 20+ on work including go-to-market positioning and integrated campaigns.
- Present and champion strategies and deliverables to stakeholders and executive leadership. Own accountability for the work, ensuring it adds business value and can be operationalized and measured effectively.
- Manage revenue of \$10M+. Financial responsibilities include budget development, oversight, and revenue forecasting. Proven success in business growth (consistent Y/Y revenue increases across key accounts) and financial management (took leadership of an account with negative profit, increased to 24.6% in under a year).
- Clients: Intel (Data Platforms Group, B2B), Bridgestone (B2B), TN Tourism, Beef. It's What's For Dinner, Driscoll's

VMLY&R – Account Supervisor

October 2015 – August 2018

- Oversaw product marketing and digital strategy efforts for multiple Bridgestone B2B business units.
- Focused on B2B sales and partner enablement, producing content, programs, and digital tools to market B2B products and solutions, drive traffic for the Bridgestone dealer network, and prove digital marketing ROI.
- Led work ranging from business case development and creative campaigns to website redesigns and digital optimization: usability testing, UX design, SEO, analytics, A/B testing, tech stack enhancements and migrations.
- Responsible for driving proactive thought leadership and setting up the team and account for long-term growth.



Mercury Intermedia – Account Manager / Project Manager

March 2014 – October 2015

- Managed iOS and Android mobile application launches from initial strategy and concepting through design, development, testing and release for a variety of client brands, including Red Bull TV and Cox Media Group.
- Served as account lead and primary contact through all phases of a project, leading teams of designers and developers in agile product development. Managed project scopes to ensure on-time and on-budget delivery.
- Developed and pitched project proposals, timelines and budgets to sign new clients and grow existing accounts.



ReviveHealth – Account Executive

March 2013 – March 2014

- Produced strategic marketing and public relations campaigns for national and global healthcare clients.
- Conducted and analyzed market research to develop key messages and strategic positioning for campaigns.
- Day-to-day account lead responsible for managing projects and delivering on time and on budget.



iostudio – Digital Account Executive

March 2012 – March 2013

- Managed recruitment marketing efforts and digital content strategy for the Army National Guard, including full redesign of NationalGuard.com from strategy to launch, resulting in a 52% increase in qualified leads and reducing abandonment rate by 66%.
- Led integrated campaign for the National Guard Best Warrior Competition. Campaign resulted in record-high conversion rates, won a gold local ADDY award and was a finalist for a national Effie award.



iostudio – Social Media Content Editor / Account Executive

October 2010– March 2012

- Created content and executed the Army National Guard's social media and strategy across four platforms.
- Incorporated social analytics into strategy and content planning, increasing social-driven leads on NationalGuard.com by 20%. Increased social audience by more than 80% and engagement by more than 50%.
- Developed a social media guidebook for national distribution to all Army National Guard recruiters and presented social media strategy to marketing officers at a national recruiting conference.

STRENGTHS

- Turning business objectives into actionable strategy
- Making the complex easy to understand
- Building relationships and inspiring confidence
- Defining paths forward in ambiguous situations
- Staying calm, consistent and focused under pressure
- Mentoring and guiding cross-functional teams
- Keeping a big picture focus while staying organized and on top of the details