

# Matthew Kapusta

Digital marketing leader and solid communicator with a 25+ year history creating marketing strategies that drive acquisition, enhance customer experience, build brand equity, and increase sales while measurably reducing costs.

## WORK EXPERIENCE

### Acquisition Marketing Specialist and Realtor

eXp Realty & Keller Williams | Mar 2019 - PRESENT

Develop and execute a brand, content, and marketing strategy that drives response and the acquisition of leads into a strategic sales pipeline while managing the client relationship from prospect nurturing through settlement.

- Developed a brand identity and portfolio of creative assets and content that is deployed across digital, print, and direct mail channels.
- Leverage data and analytics to design and execute ongoing integrated marketing campaigns focused on driving customer response and acquisition.
- Create long and short-form content for publication across digital channels.
- Negotiated and navigated the sales process for over 70 transactions representing over \$30 Million in real estate sales.
- Manage and customize Hubspot CMS to accommodate business practices, sales strategies, sales support, and marketing communications.
- Achieved a google five-star customer rating from a diverse client base.

### Digital Senior Marketing Specialist (Consultant)

Comcast | Sep 2018 - Mar 2019 (limited contract)

Executed the digital marketing program strategies and multitasked to manage projects for several emerging home security and insurance product lines.

### Director of Digital Marketing, North America

Money Mart Financial Services | Jan 2016 - Aug 2018 (lay-offs)

Developed and executed the digital marketing strategy and acquisition plan for Canadian and US markets while managing a cross-functional team.

- Developed annual and quarterly cost-per-acquisition focused digital marketing plans for execution across all digital channels.
- Designed and launched marketing programs for online and phone acquisition channels responsible for driving \$15mm in incremental revenue.
- Created an online lead generator that captured 3,000+ incremental leads/mo
- Reduced paid search costs by 30% while increasing application and conversion volume through Google and Bing.
- Integrated digital response channels (web, mobile, social, & telesales) into existing retail, mail, radio and TV channels while maintaining profitability.

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## PROFESSIONAL EXPERTISE

### Leadership and Collaboration

Foster thriving business relationships to help develop and drive strategy and tactics to achieve acquisition goals.

### Digital Marketing Strategy

Create multi-channel strategies with a strong value proposition that drive growth, enhance the customer experience, build brand equity and increase engagement.

### Data-Driven Marketing

Create actionable response, test & measure, and acquisition plans based on advanced data analysis.

### Omni-Channel Integration

Choreograph integrated campaigns to drive response and foster engagement across retail, digital, social, mobile and traditional tele-sales channels.

### Direct Response Marketing

Design and run measured, performance-based, multi-channel campaigns that focus on driving response, engagement, and meeting acquisition goals.

### Facebook and Google Ads

Hands-on experience executing campaigns across the google and facebook ad platforms.

## WORK EXPERIENCE [continued]

### Director of Online Marketing

Colonial Penn Life Insurance | Apr 2013 - Nov 2015

Developed and directed the acquisition strategy across all digital channels to drive leads and increase web-based sales at a strict cost-per-acquisition.

- Developed digital marketing plans for all Colonial Penn digital entities.
- Hands-on optimization and management of all Google and Bing paid search and banner display campaigns with a focus on ROI.
- Designed the user interface for the Colonial Penn mobile website.
- Increased web applications 69% and sales 21% YoY during my first 12 months, while reducing acquisition costs 26%.
- Increased mobile and desktop paid search click conversions by 700%.
- Designed and led initiatives which lifted the mobile conversion rate while reducing the bounce rate by 47%.

### Marketing Director, Online Acquisition Strategy

JP Morgan Chase | Nov 2010 - Apr 2013

Directed the digital acquisition strategy and marketing plan for the B2B business credit card division of JPMorgan Chase. This included managing all digital paid and owned channels, internal teams, and 3rd party agencies.

- Developed digital marketing strategy, budget, and tactical execution plan for growth across all digital channels.
- Managed Google paid search, affiliates, facebook, mobile, banners, email, content and organic search (SEO) initiatives.
- Negotiated third-party contracts and managed vendor relationships.
- Developed A/B multivariate test plans focused on improving conversion and enhancing the user experience.
- Developed custom content marketing strategies that increased organic traffic and drove growth in social media channels.
- Identified data trends and created test and optimization tactical plans.
- Built strategies that drove increases in account volumes; 162% overall, 188% in paid search, 429% in affiliates, and 85% in organic search while reducing acquisition costs by 23%.

### eCommerce Product Manager

Rodale Publishing | Sep 2008 - Aug 2010

### Director of Internet Marketing & Operations

Membex Interactive, Inc. | Jul 2001 - Aug 2008

## TECHNICAL SKILLS

### Creative

Copywriting, interface design, video editing, photoshop, content development, photography, brand management, logo design, editorial calendar creation, communication strategy

### Platforms

Hubspot CMS, facebook ads, google ads, google analytics, microsoft 365, constant contact

### Channels

Social media, direct mail, email marketing, print, display, search

### Technical

HTML, Javascript, PHP, SEO, list marketing management, Hubspot customization, agile methodology

### Real Estate

Transaction management, Comparable Market Analysis, market pricing, contract negotiations, escrow delivery, google 5-star rated

## EDUCATION & LICENSES

### The Pennsylvania State University

Bachelor of Science Degree in Insurance, May 1994

### State of Pennsylvania

Real Estate Sales License, Jan 2019

### State of New Jersey

Real Estate Sales License, May 2021

### Six Sigma Green Belt

Marketing Project Management, June 2017