

MATTHEW D. MOLINA

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LINKEDIN.COM/IN/MATTHEWDMOLINA

Digital Marketing Manager • MBA Graduate • 6 years experience in Sales & Marketing role

Education

M.B.A. Marketing Management, 2016 • Pace University New York, New York

B.S. Marketing, Cum Laude, 2013 • Kean University Union, NJ

Experience

Digital Marketing Manager

Ralph Lauren, New York, New York

07.2019- Present

- Lead strategic efforts with Salesforce to enhance customer email journey through trigger emails and report on performance
- Collaborate with in house creative agency to align with overall seasonal marketing campaigns for Chaps.com (Look book), wholesale account online collateral, social, email, and display campaigns
- Partner with external digital agency on Amazon marketing efforts (sponsored search, display, A+ page content) and evaluate performance
- Present monthly performance recaps/ marketing trends/ recommendations to executive leadership for Chaps.com, programmatic /display efforts and Amazon brand shop
- Oversee \$5M yearly coop budget for marketing efforts with wholesale retailers (strategizing paid/organic social, email, and display)
- Manage yearly \$12M budget and marketing calendar in efforts to keep team aligned with all ongoing initiatives and monthly marketing spend

Retail Marketing Coordinator

Ralph Lauren, Lyndhurst, NJ

02.2018-06.2019

- Present digital program (RetailMeNot/Paid Search) and customer behavior analysis to senior management on monthly basis
- Created marketing strategy for new store opening/renovations and reported on ROI of initiatives and programs
- Coordinated with district/store managers on executing store events for new store openings and renovation projects
- Reported on weekly marketing penetration by store/ mobile opt in penetration, POS discount penetration by district/store
- Reported weekly on retail offer performance while monitoring company/marketing KPIs
- Oversaw process of store email deployments - creating email briefs, building audience through Salesforce and completing CRFs
- Submitted creative briefs to Ralph Lauren agency for center billboards, magazine advertisement, direct mail, and digital ad campaigns

Social Media/Marketing Coordinator

Tier 3 Media, Elizabeth, NJ

06.2016-02.2018

- Consulting clients on media strategies and how to optimize social media platforms
- Developing a brand strategy for overall company that coincides with company vision
- Developing creative ideas for client videos/commercials to market through social media channels

Sales Representative

Strength and Fitness Club, Cranford, NJ

06.2015 -01.2018

- Surpassed monthly quotas and improved membership sales by 25 on a consecutive monthly basis
- Increased company revenue by over 20,000 for 2015-2017
- Distributed direct mail pieces that increased foot traffic by over 20 on monthly basis

Substitute Teacher

Elizabeth Board of Education, Elizabeth, NJ

01.2012-06.2015

- Performed classroom duties for high school level students in an Abbott school district where responsibilities included maintaining district educational and behavioral guidelines
- Increased student participation through small group discussions, resulted in higher performances in verbal assignments

Marketing Specialist

Coldwell Banker Liberty Realty, Elizabeth, NJ

04.2011-02.2012

- Managed the marketing for properties worth over \$2million in value (cumulative)
- Created integrated marketing campaigns for open houses, new listings, short sales, and investment deals
- Increased social media (Facebook, Twitter) following by 10% on a monthly basis utilizing Hootsuite

Marketing Assistant

Re/Max In Action Realty, Elizabeth, NJ

03.2010 04.2011

- Created advertising materials utilizing Adobe Photoshop for open houses, new listings, and investment deals
- Advertised an average of 5 listings per month on key real estate websites (Zillow, Trulia, Homes)
- Developed surveys for clients and potential clients for marketing research purposes

Skills & Platforms

Fluent in Spanish | Adobe Photoshop CS6 | Google Analytics | Hoot suite Management | MailChimp (Email) | Facebook Insight
Salesforce | Yext | Relate | Advanced Predictive Technologies (APT) | ZETA CRM | Amazon Analytics | Criteo

Volunteer & Other Experience

Outreach Assistant Director

Heart For Our City, Elizabeth, NJ

06.2016-05.2019