

Matthew Collingwood

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Summary

Accomplished Sr. Account Manager with multiple years of experience in integrated marketing campaigns, website development, brand identity and strategy, print production, traditional and digital media, content strategy and event planning. Proficient in communicating client needs to creative team, managing budgets, and quick to adapt to new accounts and projects. Builds client relations through timely communication and execution of concepts.

Work Experience

DEG/MERKLE

Sr. Account Manager | August 2021 - Present

- Nurtured multiple client relationships and acted as the day-to-day client partner on some of the agencies largest Tier-1 accounts, including Hershey's, Focus Brands, Albertsons, Hy-Vee and Publix.
- Responsible for all stages of project setup and management, from initial scoping and brief through execution, all while working with the client to help exceed their marketing objectives.
- Provides thought leadership to clients, resulting in organic growth, which resulted in the Albertsons business exceeding revenue goals by \$700k during the Albertsons-Kroger merger discussions.
- Established as the go to resource for all T&M, retainer and volume-based clients within Merkle. Handled all admin processes with ease while creating multiple how-to documents for the account management team.
- Navigated relationships within clients and their multiple brand partners, effectively matching brand guidelines to predetermined mobile and web templates.
- Accurately forecasted and recognized over \$3 million worth of business annually. Communicated often with finance and accounting teams while strategically providing recognized value to all clients.
- Successfully organized and launched multiple SFCC and SFMC integrations for client in the QSR and grocery verticals.

ELEVATION MARKETING

Account Manager | April 2019 – August 2021

- Leading point of contact for all B2B clients while simultaneously delivering quality client service on a day to day basis. Accounts varied across all industries, with larger accounts including Amazon, Rogers and NAPA Auto Parts.
- Oversees and manages all day-to-day planning and execution as it pertains to the campaign/program/project, while also achieving all program goals within a timely manner.
- Executes up to \$4 million worth of business annually. Client billing ranges between \$70k and \$2 million per annum.
- Creates the strategy and executes on multi-faceted digital campaigns that include website development, lead generation, email marketing and digital collateral.
- Consistently meets or exceeds client's expectations, develops and grows relationships between the client and the agency on a daily basis.
- Performs budgeted and outside research for all clients in order to understand the client's goals and industry. Reinforces all strategy with a combination of industry reports, client feedback and emerging trends and insights.
- Conducts and develops thorough yearly marketing campaigns based on brand research and market perception, leveraging insights to help deliver recommendations and appropriate KPIs for clients.
- Supports new business teams through proposal development and drafting of SOWs and MSAs.

RENEGADE COMMUNICATIONS

Associate Account Executive | August 2016 – June 2018

Account Executive | June 2018 – April 2019

- Managed the agency's largest clients such as Comcast and Under Armour, acting as a communicator between the client and internal creative teams. Consistently exceeded client expectations while effectively managing the budget and timelines.
- Primary agency contact for over \$2 million in business annually. Maintained a net promoter score of 9 or above.
- Responsible for upselling all clients by building trust and being transparent. Highlights included a 25% increase in a particular client's revenue within an 8-month period, increasing billing by over \$100,000.
- Worked with Fortune 500 clients, Non-Profit organizations, and local companies. Well versed in B2B and B2C projects through a variety of mediums.
- Developed strategies based on analytical data that increased client microsite traffic and improved employee retention by showcasing areas of opportunity and growth.
- Head of the internship program where the responsibilities included mentoring and managing up to three interns each semester.

E.W. SCRIPPS (ABC WMAR)**Account Executive | June 2015 – August 2016**

- Managed multiple clients while selling television and digital advertising to prospective businesses. Organized meetings with companies and provided excellent customer service to established accounts. Conversated with business owners and agencies on a regular basis and provided insights and recommendations on how to best utilize advertising space.
- Introduced new businesses to television advertising and helped build the accounts into annual contracts.
- Maintained and established positive client relationships.

Education**BACHELOR OF SCIENCE IN MASS COMMUNICATIONS | MAY 2015 | TOWSON UNIVERSITY****Related Coursework**

- Principles of Advertising – Created a model advertising campaign for Apple TV by utilizing the SWOT method.
- Advertising Campaigns – Developed an original advertising campaign for Heineken, incorporating television, radio, and social media deliverables.

Skills

- Proficient in Microsoft Office, Power BI, HTML and previous certifications with Google Analytics and Google Ads. Experienced with Mac/Windows systems and Outlook File Templates. Excellent time management skills, well organized, and goal orientated.