

Matthew Collingwood

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Summary

Strategic Account Leader with 10+ years managing Tier-1 enterprise clients and \$3M–\$4M annual revenue portfolios across CPG, retail, QSR, and B2B verticals. Expert in guiding integrated marketing programs, digital transformation initiatives, and multi-channel campaigns. Known for building trusted client partnerships, driving revenue growth, leading cross-functional teams, and delivering measurable business outcomes. Adept at forecasting, stakeholder alignment, and elevating agency performance.

Core Strengths

Client Relationship Development • Cross-Functional Leadership • Revenue Growth Strategy • Integrated Campaigns • Business Forecasting & P&L Ownership • Digital Experience & CRM Programs • Executive Communication • Strategic Planning • Creative & Technical Team Alignment • Process Optimization • KPI Development & Reporting

Work Experience

DEG/MERKLE - SR. ACCOUNT MANAGER

AUGUST 2021 - PRESENT

Led day-to-day strategic direction and execution for several of the agency's largest Tier-1 accounts, overseeing digital transformation initiatives, integrated marketing programs, and multi-million dollar revenue portfolios.

- Owned a \$3M+ annual book of business across CPG and grocery retail; consistently delivered accurate forecasting, revenue recognition, and margin management.
- Partnered with senior client stakeholders to shape annual marketing priorities, identify optimization opportunities, and guide omni-channel program evolution.
- Provided strategic counsel that contributed to the Albertsons account exceeding revenue goals by \$700K during the merger transition period.
- Shepherded multiple SFCC and SFMC integrations across QSR and grocery clients, aligning brand guidelines, UX needs, and technical requirements.
- Served as the agency-wide expert for T&M, retainer, and volume-based accounts; created process documentation that standardized workflows across the account team.
- Built and maintained strong relationships with clients and partner brands, ensuring smooth coordination of campaign rollout and template-based web/mobile executions.
- Collaborated closely with finance, PMO, creative, media, and development teams to ensure alignment, delivery quality, and operational efficiency.

ELEVATION MARKETING - ACCOUNT MANAGER

APRIL 2019 – AUGUST 2021

Primary point of contact for a diverse B2B portfolio, leading strategy, execution, and multi-channel digital programs for large enterprise clients.

- Managed \$4M+ in annual revenue across clients including Amazon, Rogers, and NAPA Auto Parts.
- Developed integrated campaign strategies—including website builds, lead-gen programs, content, and email marketing—driving measurable KPI improvement.
- Built strong client relationships through proactive communication, strategic insights, and consistent delivery excellence.
- Conducted competitive research, audience analysis, and market assessments to inform campaign planning and determine appropriate KPIs.
- Supported new business development through proposal writing, SOW creation, and participation in pitch presentations.
- Oversaw production schedules, creative development, and multi-disciplinary team collaboration.

RENEGADE COMMUNICATIONS

Associate Account Executive | Account Executive

August 2016 – April 2019

Managed major clients including Comcast and Under Armour, balancing strategic advisory with hands-on execution across integrated campaigns.

- Owned \$2M+ annual portfolio while maintaining a client NPS of 9+.
- Delivered a 25% revenue increase from a major client through trust-building, strategic upsells, and consistent performance—adding over \$100K in new billing.
- Partnered with creative and production teams to ensure brand consistency and high-impact campaign execution.
- Leveraged analytics and insights to optimize microsite traffic and improve employee engagement initiatives.
- Led and mentored up to three interns per semester as head of the internship program.

E.W. SCRIPPS (ABC WMAR)

Account Executive | June 2015 – August 2016

Managed television and digital advertising clients while identifying and onboarding new business.

- Sold and managed broadcast + digital ad packages, converting new clients into recurring annual contracts.
- Provided strategic recommendations for local businesses to maximize advertising ROI.
- Built and maintained strong customer relationships through consistent communication and trusted advisory support.

Education

B.S., MASS COMMUNICATIONS | | TOWSON UNIVERSITY

GRADUATED MAY 2015

Related Coursework - Advertising Campaigns, Brand Development, Principles of Advertising, Media Strategy

Technical & Marketing Skills

Marketing Platforms: Google Analytics (GA4), Salesforce Marketing Cloud, Salesforce Commerce Cloud, Power BI

Project Management: Agile / Scrum, Jira, Confluence, Workfront

Programming: JavaScript, React.js, CSS3, SCSS, SASS, HTML5, MySQL, MongoDB, PostgreSQL, SQLite, Node.js, Express.js, Git, Visual Studio, VS Code, Sublime, FileZilla, Render, Netlify, Windows, GitHub

Other: Microsoft Office Suite, Marketing Automation Tools, CMS Platforms, Digital Media Fundamentals