

# Matt Roobol

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Award-winning international digital marketing professional and mentor with 13+ years' experience in project management, imaginative problem solving and digital marketing innovation and growth.

## CURRENT ROLE

### HEAD OF DIGITAL

Qube Global Software | City of London and San Antonio TX | May 2011 - Present

Responsible for digital marketing innovation, lead generation and strategy across Europe, The Americas, the Middle East and Asia Pacific for a global property management technology company.

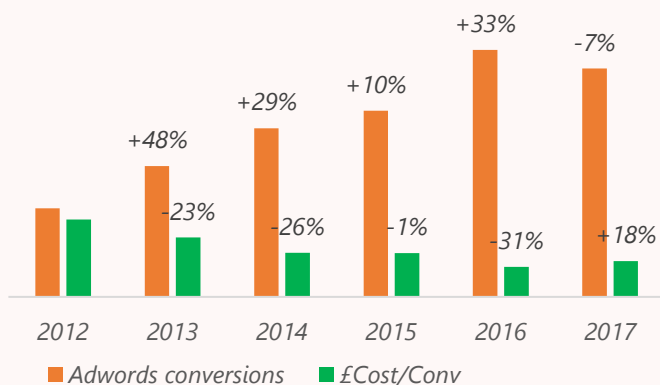
### KEY RESPONSIBILITIES

- ✓ Planning annual digital marketing budget
- ✓ SEO, PPC, CRO
- ✓ Website creation and migrations
- ✓ International digital marketing strategy and positioning the company and solutions to meet local market needs
- ✓ Marketing automation and lead nurturing
- ✓ Content planning and creation
- ✓ Conceiving first-to-market online experiences
- ✓ Agency and team management

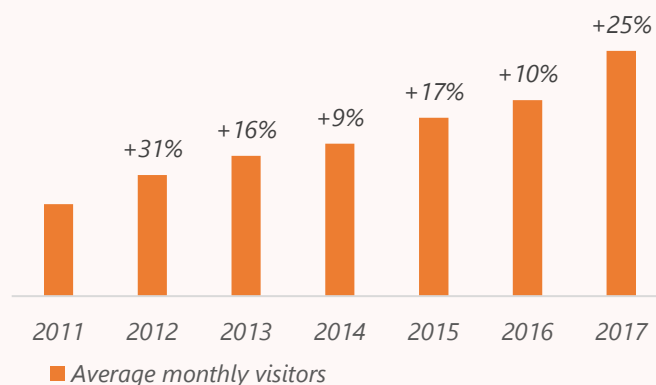
### KEY ACHIEVEMENTS

- ✓ 350% growth in Marketing Qualified Leads
- ✓ Delivered 9 global websites that better fit our global vision
- ✓ Project managed and delivered new websites in 2014 and 2018 on time and on budget with 20+ stakeholders
- ✓ Achieved form submission rates 4X higher than B2B average with CRO expertise
- ✓ 185% increase in Adwords conversion rate

Increased conversions and lowered cost/conv



Delivered consistent visitor growth



## TECHNICAL SKILLS

### ADVANCED

WordPress CMS  
Pardot (Marketing Automation)  
Google Adwords (certified)  
Google Analytics (certified)  
Bing Ads  
Various SEO tools  
Microsoft Office suite

### INTERMEDIATE

Salesforce CRM  
Adobe Creative Suite  
Dreamweaver  
Social media tools  
Email marketing  
Camtasia

## EDUCATION

### BA BUSINESS AND MARKETING 1<sup>st</sup> CLASS (HONS)

Canterbury Christ Church University  
Institute of Management Award for Achievement in Business Studies.  
Award for highest mark.

## PREVIOUS EXPERIENCE

### FREELANCE MARKETING CONSULTANT

mattroobol.com | Global | February 2010 – April 2014

My freelance portfolio can be found at [www.mattroobol.com](http://www.mattroobol.com). My motivation was the challenge and attraction to prove my skill set in different industries and I took my first business to 8 clients. This extracurricular activity benefitted my full-time employment as it supported developing a deeper understanding of digital marketing.

#### KEY RESPONSIBILITIES

- ✓ Lead generation
- ✓ Marketing audits and planning
- ✓ Website creation in WordPress, Dreamweaver
- ✓ Google Adwords set-up and management
- ✓ Hosting and email set-up
- ✓ Website migrations
- ✓ Website problem solving

#### KEY ACHIEVEMENTS

- ✓ Increased website leads from 0 to 10 /day for my first client
- ✓ Helped a government organisation launch their website correctly by identifying and then fixing errors made by their agency

### MARKETING MANAGER

CardBoardFish | Whitstable | November 2010 – April 2011

Whilst at CardBoardFish, an SMS technology company, I created the social media plan, created direct and email marketing campaigns, implemented PPC optimisation, and wrote and developed new website content that increased average time on site and lowered bounce rates. I left to relocate to London.

### MARKETING MANAGER

View London | Folkestone | November 2007 – July 2010

View was the most-visited online London city guide during my tenure and achieved on average 1.5 million unique visitors per month.

#### KEY RESPONSIBILITIES

- ✓ Campaign planning and execution
- ✓ SEO best practice
- ✓ Created PPT templates to support Sales
- ✓ Social Media planning and management

#### KEY ACHIEVEMENTS

- ✓ Introduced PPC campaigns and generated £1m new revenue
- ✓ Created successful partnerships with NME, London Eye and Zagat

### MARKETING EXECUTIVE

Letraset | Ashford | June 2005 – November 2007

Letraset is a global art supplies manufacturer that serves designers, craft enthusiasts and manga artists. I project managed the new website build and launch which resulted in more revenue and better organic visibility.

**REFERENCES AVAILABLE ON REQUEST**