



**Matthew Graves**

Design | Search Marketing

Web + Print + SEM + SEO

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## **Experience**

### **Internet Marketing Consultant | 2014 - Present**

*Independence Financial Partners – Main Rhode Island John Hancock Partner*

- Ongoing Management of Independence Financial Partners' Digital Marketing, redesigned their site for Joomla CMS to meet home office compliance, optimizing the site for financial lead generation and managed multiple advertising marketing campaigns in Adwords, Bing Ads, Facebook, and LinkedIn.
- Email marketing and reporting engagement for B2B and B2C, designing a HTML template to work across devices, and A/B testing of subject lines and email content to generate highest engagement.

*ABCLeads*

- Maintaining SEO and updates for the suite of ABCLeads websites and increasing their AdSense Marketing by improved structure, reporting, and visual design through testing.
- Email Marketing of new product availability to client database and reporting engagement.

### **ABCLeads Senior Web/Graphic Designer & Senior Pay-Per-Click Manager | 2011 – 2014**

*Senior PPC Manager*

- Oversaw ABCLeads PPC campaigns across Bing and Google, with a monthly budget of \$20K. Successful in optimizing for targeted ROI and conversions. Lead a team including of a PPC Production Assistant and a Web Developer in creating new product sites and Conversion Rate Optimization of PPC landing pages.

*Senior Web/Graphic Designer*

- Worked on new web design projects while overseeing art direction of Production Assistant's projects.
- Managed company branding across all marketing materials: emails, marketing packets, folders, magazine ads.
- Review Google Analytics Data and created custom reports for Goals & Goal conversion rates.

### **ABCLeads Senior Web/Graphic Designer & PPC Analyst | 2008 – 2011**

- A key team player to roll out new campaigns, developed keyword lists, and optimized landing pages.
- Email Marketing, developed websites, print collateral, and PowerPoint presentations, for B2B and B2C.

### **ABCLeads Web/Graphic Designer | 2003 - 2008**

- Designed websites, including logos, branding, and coding pages.
- Email Marketing and designed Affiliate Marketing Creatives.

### **Malcolm Gear Designers Production Assistant & Technical Support | 2001 - 2003**

- Production work of typesetting, scanning, mock-up and contributed to logo/branding brainstorming

## **Education**

**Rhode Island College**

1995 - 2000

B.A. Graphic Design – School of Art

B.S. Graphic Communications - Industrial Technology

## **Sample Websites**

**PDF Portfolio** - [MatthewGraves.com/portfolio.pdf](http://MatthewGraves.com/portfolio.pdf)

[INDFP.com](http://INDFP.com) (now on v2 update)

[Promoleads.com](http://Promoleads.com)

[Replacement-Windows.com](http://Replacement-Windows.com)

[Vinyl-Replacement-Windows.com](http://Vinyl-Replacement-Windows.com)

[Abcleadsaffiliate.com](http://Abcleadsaffiliate.com)

[RetirementHousingOnline.com](http://RetirementHousingOnline.com)

## **Skills**

HTML/CSS, WordPress, Joomla, Email Marketing, EmailBrain (webapp), Google Analytics, Adwords, Bing Ads, Facebook Ads, LinkedIn Ads, Photoshop, Illustrator, Dreamweaver, Powerpoint, Microsoft Office