



Matt Baynes

Seeking Senior Marketing Role

Performance-driven Marketing Manager skilled in creating marketing plans and leading successful product launches, promotions and campaigns. Well-versed in digital marketing, content creation, social media audience engagement and brand management, with 7 years' experience across the creative and strategic sides of the industry.

CONTACT

0430 014 273

[linkedin.com/in/matt-baynes](https://www.linkedin.com/in/matt-baynes)

EDUCATION

Griffith University: Bachelor of Business, Marketing Major

QUT: Graduate Certificate, Integrated Marketing Communications (Underway)

The Communications Council: AWARD School

Google Academy: AdWords Certification

American Marketing Association: Digital Marketing Certification

Australian Marketing Institute: Connecting Digital Marketing, Writing Web Content

SOFTWARE SKILLS

Google Analytics & Tag Manager

Google AdWords

Screaming Frog, SEM Rush

Social Advertising Platforms

Hootsuite

WordPress, Liferay

Trello, Sizmek, Jira

Mailchimp

Oracle Eloqua

Adobe; InDesign, Photoshop, Illustrator

Premier Pro

EXPERIENCE

SITE GROUP INTERNATIONAL LIMITED, BRISBANE, QLD

MARKETING MANAGER: FEBRUARY 2018 – CURRENT

Site Group International operates several businesses specialising in the delivery of education, training and labour services.

Having previously worked for the company I was recruited back to spearhead marketing for their primary business unit (Site Skills Training). This brand has an extensive e-commerce platform, driven by a wide range of marketing activities.

Responsibilities

- Developed marketing strategies, activities and budgets in line with company objectives.
- Set creative direction to support overall branding objectives.
- Conducted significant customer journey mapping to optimise consumer facing touch points.
- Implemented PPC campaigns, utilising structured A/B tests and other optimisation techniques.
- Liaised with media partners to establish omni-channel campaigns to achieve marketing goals.
- Managed automation platform's implementation, data analysis & optimisation.
- Devised and deployed e-commerce website functions, including; initial build, content management, systems integration, tag (tracking) management, SEO, UX/UI and conversion optimisation.
- Conducted market research to identify potential areas for product expansion and augmentation.
- Reported into the CEO on marketing ROI, campaign activity and key projects.
- Orchestrated strategy and content development for social media platforms.
- Developed innovative and targeted; collateral, activities and industry events to assist regional sales team achieve KPI's.

Key Achievements

- Through the optimisation of marketing channels, increased the number of online applications from the previous year by 2,088 (37%).
- Conducted extensive analysis of digital activity to focus spend on areas with strong ROAS, decreasing the cost per application by 32.96%.
- Increased e-commerce revenue by \$779K (26%) from the previous year.
- Scoped, launched and integrated the Eloqua automation platform into ongoing marketing efforts.
- Managed the design and development of a new e-commerce website, which reduced the bounce rate by 10% and increased the conversion rate by 14%.

EXPERIENCE CONTINUED

OGILVY, BRISBANE, QLD

ACCOUNT EXECUTIVE: JANUARY 2017 – FEBRUARY 2018

Ogilvy is one of Brisbane's leading advertising agencies, part of the global WPP Marketing Group. During my time with Ogilvy I worked on range of clients across a number of industries, including; Queensland Health, NEDS, University of Queensland, and PEET Property.

Responsibilities

- Secured high-value clients through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Generated seasonal creative pitches for clients targeting various consumer groups.
- Developed creative programs to meet business goals, including; above-the line campaigns partnership building, event sponsorship, activation platforms and consumer experience design.
- Pulled together post-campaign analysis reports, gathering learnings for future campaigns.

SITE GROUP INTERNATIONAL LIMITED, BRISBANE, QLD

JUNIOR MARKETING MANAGER: DECEMBER 2015 – JANUARY 2017

MARKETING CO-ORDINATOR: JANUARY 2014 – DECEMBER 2015

My role initially focused on digital acquisitions across a number of business units, involving the coordination of AdWords campaigns, social media and website content.

Responsibilities

- Coordinated creation and deployment of videos, social media posts and other marketing collateral.
- Implemented and optimised range of PPC campaigns across; Facebook, LinkedIn, AdWords, GDN & YouTube.
- Managed the roll-out of all CMS updates across the ecommerce platforms.
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product flyers.
- Planned events, including tradeshows and vendor fairs, for clients and partners to attend.

PROFESSIONAL REFEREES

Mitch Kelly - Head of Marketing - Site Group International - 0423 237 077

Bart Guy - Business Director - Publicis Australia - 0410 535 294

Jamie Wills - General Manager - Site Group International - 0409 490 554