

MATTHEW R. KOENIG

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Content Marketing Professional

AREAS OF EXPERTISE

Digital Marketing
CRM
Copywriting

SEO
Marketing Automation
WordPress

Branding
Website Design
Content Development

Social Engagement
Marketing Analytics
Blogging

PRINCIPAL CONSULTANT

Last Call Marketing

2017 - Present

Develop and implement superior search engine optimization (SEO) for individual clients. Drive website traffic and engagement through dramatic increases in search engine rankings. Collaborate on strategy and tactical implementation of business launch and content marketing foundation. Data driven decision making for SEO and paid social campaigns that balances results with positive user experience. Recent projects include three new website builds in healthcare and tourism.

- On & Off-page SEO
- Google Analytics Individual Qualification (GAIQ)
- Keyword Research
- Online Reputation Management
- Facebook Ads Manager
- Content Development & Optimization

MARKETING DIRECTOR

Our Place Recovery • Deerfield Beach

2014 - 2017

Responsible for all client acquisition through Digital Marketing (PPC, SEO and Social Media) along with mainstream advertising (TV, Radio and Print). Developed new treatment center website, marketing collateral while sculpting a beachside brand identity. Author of all content and copy that demonstrates the care and vision of a boutique behavioral health facility. Full P & L responsibility and metric driven success that enables non-profit efforts in for-profit environment. Direct all trade show and conference events throughout the year.

- Chief architect and content strategist that has increased website visitors over 800% in a 12-month period.
- Devised key word strategy that reduced digital marketing costs by over 40% in first six months of 2015.
- Successfully launched Alumni program creating expansion to regional cities in Northeast corridor.
- Manage multiple social media properties and chief blogger for Our Place Recovery and affiliated brands.
- Reach 10K targeted industry professionals weekly.

PRODUCT TRAINING MANAGER

United Healthcare – Florida Blue • Ft. Lauderdale, FL

2013 - 2014

Responsible for product training of customer care unit for Medicare open enrollment 2014 (United Healthcare) and the infancy of all affordable health insurance policies (Blue Cross Blue Shield). Developed program and mentored all new employees through extensive 8-week programs in order to deliver service on all unique program benefits, for both Medicare and Affordable Care Act related private insurance products.

DIRECT RESPONSE TELEVISION CONSULTANT

Retained Marketing Consultant • New York, NY

2007 - 2012

Advised and consulted for leading Direct Response TV marketers on new product launches, copywriting and marketing operations. Special success in re-launching existing products for new consumer appeal while creating added profits.

- Wrote and directed long-form shows for television marketing
- Developed product marketing campaign & sales approaches for multiple *AS SEEN ON TV* products.
- Authored product profit/loss documents to demonstrate return on investment for launch feasibility.
- Special success in re-aligning customer service cost centers into profit centers through customer value creation.
- Created focus group research to support product projections.

VICE PRESIDENT – MANAGING DIRECTOR, MARKETING

Ronco Corporation • Los Angeles, CA

2004 - 2006

Recruited to join senior management in order to develop and grow marketing channels for premier direct response television marketer of kitchen and home products, including multiple legacy products. Served as a member of the executive board. Authored and managed annual budget of \$20M. Had oversight and responsibility for Direct Response Marketing and Television Media Marketing components.

- Wrote copy for all marketing channels: TV, Print and online media.
- Directed entire product life cycle for Kitchen product brands.
- Managed all media expenditures to exceed hurdle rate goals.
- Directed print efforts including newspaper supplements, statement inserts, and catalogs.
- Launched ambitious digital marketing efforts resulting in 40% increase in online sales in Fiscal 2005.
- Created and negotiated exclusive 'pack ups' for Live Television promotion via QVC/The Shopping Channel
- Developed offer configurations through supply chains ensuring 20% contribution margins for Live Television programs
- Implemented diminishing returns policy, successfully forming a profit center out of a cost center

VICE PRESIDENT – MARKETING & INTERACTIVE SERVICES

LSC Digital, Division of List Services • Bethel, CT

2000 - 2004

Leader for new business development unit and online marketers, aimed at catalog, retail, and consumer package goods. Created prolific partnerships exceeding \$2M in new revenues. Responsibilities divided between consultative selling of Customer Relationship Management (CRM) strategies to prospects and attracting new clients through digital offerings that include affiliate marketing and Search Engine Marketing.

DIRECTOR OF NATIONAL ACCOUNTS

Brand Direct Marketing • Shelton, CT

1998 - 1999

Developed and maintained relationships for national credit card issuers. Achieved \$50M in annual revenues by managing the organic growth through new marketing channels (direct mail, outbound and inbound telemarketing, and e-commerce). Increased portfolio utilization by 25% through retargeting. Clients included ESPN, Exxon, Texaco, BP Oil, Fleet Bank, Citibank, Newport News, and GE Capital. **Sold 110% of \$20M of new revenue goals.**

EDUCATION

Bachelor of Arts • Economics & Spanish, Ohio University

Master of Business Administration | Marketing | *cum laude* honors

Nova Southeastern University

Additional work history and extensive references available upon request.