




Matthew Kilgore

Digital Marketing Manager

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 (513) 309-8167

 2270 Hillcrest Drive Amelia, OH, 45102

ADDITIONAL SKILLS

Advertising Campaigns

Sales Statistics Analysis

Digital Content Development

Marketing Program Management

Search Engine Optimization Practices

Marketing Analytics

Campaign Performance Tracking

Lead Generation Campaigns

Automation Process Design

EDUCATION

UNIVERSITY OF CINCINNATI- CLERMONT

Cincinnati, OH

*Completed coursework towards Zoology Biology
(Aug 2010)*

SOUTHERN UTAH UNIVERSITY

Cedar City, UT

*Completed coursework towards Zoology Biology
(May 2010)*

Extracurricular Activities

- Men's Club Soccer Team

NEW RICHMOND HIGH SCHOOL

GPA: 3.4

New Richmond, OH

High School Diploma (May 2008)

Awards & Honors

- 2007 MVP & Player of the Year SBAAC Men's Soccer
- Honor Roll 2000-2005

Extracurricular Activities

- Men's Soccer/Hi-Y Club/Prom Committee

CAREER OBJECTIVE

Adaptable professional with 8 years of marketing experience and a proven knowledge of campaign management, SEO, PPC, and competitive analysis. Aiming to leverage my skills to successfully fill the Digital Marketing role at your company.

EXPERIENCE

VICE PRESIDENT OF OPERATIONS

Kilgore Marketing Consultants, Cincinnati, OH / Aug 2016 - Present

- Continually evaluated marketplace trends and oversaw gathering of competitive intelligence within markets and across service lines.
- Drove company branding efforts to increase market presence and brand recognition.
- Created strategic service roadmaps for new initiatives.
- Developed overall marketing strategy and support implementation across departments.
- Managed annual marketing budget.
- Created and implemented new business opportunities by utilizing strategic networking strategies.
- Initiated market research studies and analyzed findings.
- Reviewed the marketing department's monthly analysis of customer acquisition data and campaign performance and made recommendations for improvement.

SERVER/SERVER TRAINER

Texas Roadhouse, Milford, OH / Oct 2010 - Present

- Trained new team members on restaurant procedures, menu items and performance strategies.
- Set and enforced performance and service standards to keep a consistent, high-quality environment devoted to customer satisfaction.
- Served Customers food and beverages.

CASHIER

Lowe's, Cincinnati, OH / May 2008 - Jul 2008

- Operated cash register for cash, check and credit card transactions with excellent accuracy levels.
- Worked flexible schedule and extra shifts to meet business needs.
- Helped customers complete purchases and locate items.
- Restocked and organized merchandise in front lanes.

STORE ASSOCIATE

Hot Topic, Cincinnati, OH / Jun 2007 - Apr 2008

- Organized racks and shelves to maintain store visual appeal, engage customers and promote specific merchandise.
- Provided positive first impressions to welcome existing, new and potential customers.
- Helped customers locate products and offered advice on items.