

Matt Sullins

Web Content Manager / Marketing Specialist



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Profile

Digital Content Manager with a keen eye for details, from graphic design to data analysis. Extensive experience in web content creation, email marketing & marketing automation. Demonstrates communication and facilitation skills, and implements exceptional conflict management solutions.

Skills

Digital Content Creation (WordPress Website (Creation & Management) Advanced Graphic Design Custom Product Videos Editing Software such as Adobe Photoshop, Premiere Pro, Final Cut Pro),

E-Commerce Development (WooCommerce: eCommerce Platform Zoho CRM: Sales IQ, Analytics, Inventory, etc. ShipStation: FedEx/UPS/USPS Management Experienced Purchasing Manager Inventory Barcoding Management),

Marketing Specialist (Campaign development Google Ads SMS Integration Automated Customer Experience Campaigns),

Social Media Management (Hootsuite Management Facebook Business Instagram Business Pinterest)

Professional Experience

Web Content Manager / Marketing Specialist,

Atlanta Flooring Design Centers ☑

2018 – present | Suwanee

Creation and Management of all Digital Content for the following web pages: AtlantaFlooringDesign.com, FlooringAttic.com, DropAndGoFloors.com, & JustInFloors.com.

Data management from product build files to order processing. Basic bookkeeping using QFloors software. Purchasing materials and maintaining detailed invoicing for the accounting department. Product data input through RFMS Software.

Front-end and Back-end Customer Experience Management: Creating and implementing CX opportunities through manual and automated integration of CRM, Google Ads, and Social Media campaigns. Analyzing Sales Data and creating new ways to maximize profits by driving sales.

Education

B.A. Business Administration - Near Completion, University of North Georgia - Mike Cottrell College of Business ☑
2016 – 2018

A.S. Business Administration, University of North Georgia - Mike Cottrell College of Business ☑
2016 – 2017

ALPHA BETA GAMMA,
Georgia State University
2015 – 2016
Business Honor Society - 4.0 GPA

Georgia State University
2015 – 2016
Pursuing A.S. Business Administration