



**mattatkins919@gmail.com**  
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## **SPECIALIZED SKILLS**

### **Social Media Marketing**

Meta Business Suite  
Google Analytics  
Sprout Social

### **Graphic & Video Design**

Adobe Creative Suite  
Animoto  
Canva

### **Video Editing**

InShot  
CapCut  
Captions App

### **Email Marketing**

MailChimp  
MyEmma  
Online Express

### **Website Management**

Cascade  
Squarespace  
Wix  
WordPress

## **EDUCATION**

### **Diploma in Social Media Marketing**

Shaw Academy  
July 2018

### **Certificate in Google Analytics**

Google Analytics Academy  
April 2018

### **Bachelor of Arts in Psychology**

Florida International University  
May 2016

# **Matt B. Atkins**

## **MARKETING EXPERIENCE**

### **Social Media Manager**

April 2023 – Present  
Springboard, San Francisco, CA (Remote)

- Developed and executed organic social media strategies that improved the full marketing funnel, increased brand awareness, engagement, and conversion for B2C and B2B leads
- Led content development and processes, channel intentions, and voice, as well as content calendar and publishing cadence
- Directly engaged with over 50,000 consumers and owned all conversations on social channels to cultivate audiences online
- Built networks of key targets, influencers and communities to amplify the brand
- Kept a pulse on new social media trends, tools, best practices, competitive activity, and other social media leaders to bring early adopter technologies
- Maintained brand standards and voice across all social platforms
- Tracked, analyzed, and optimized social media performance
- Developed and oversaw growth and engagement strategy, along with any paid campaigns on 6 social channels
- Brought new ideas to the table that pushed the boundaries and infused creativity into the social content strategy
- Developed internal digital communications channels to promote partner marketing activities to internal teams and identified launches, moments, and stories best suited for social channels
- Ensured a clear understanding and tracking of all social metrics and their relevance to the greater business goals

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### **Assistant Director, Digital Strategy and Engagement**

January 2020 – Present  
Florida International University Alumni Association, Miami, FL

- Developed and executed communications strategies for all events and provided engaging digital content, created and curated, optimized for major platforms including Facebook, LinkedIn, Instagram, Twitter, Snapchat, Flickr, TikTok and YouTube and monitored KPIs for target audience
- Coordinated and directed 36 video productions, from scheduling to post-production editing, marketed on billboards, television and YouTube using in-house video materials on Animoto or external videographers
- Authored and executed all email marketing campaigns, averaging a 24% open rate and 18% click-through rate, using My Emma and Online Express, to increase ticket sales and event attendance
- Managed social media presence of the FIU Alumni channel during events by utilizing Facebook and Instagram Live and stories

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## GALLUP STRENGTHS QUEST™ RESULTS



### Achiever

- Hard-working with stamina
- Satisfaction from productivity



### Relator

- Maintains close relationships
- Achieves with friends



### Deliberative

- Serious decision-making
- Anticipates obstacles



### Significance

- Importance in other's eyes
- Recognition from leaders



### Strategic

- Alternative thinking
- Spots relevant patterns

## INDUSTRY RECOGNITION

### CASE District III Finalist 2020

The Battle for Miami: The Donor Participation Challenge to Win the City

### 2018 Conference Speaker

Forum of Florida Alumni Associations

- Designed communications and graphic design elements in the on-going development of three websites using Cascade and WordPress and optimized web strategy using SEO analytics tools
- Coordinated with and managed external marketing agencies to plan and execute social media strategy for paid advertising campaigns, including three brand launches and five alumni participation campaigns
- Generated analytics reports using digital metrics of each event and marketing strategy including NPS score, online and in-person engagement and giving rate of guests post-event to determine ROI
- Collaborated with the Director of Loyalty and Participation and strategic partners across campus to increase the alumni participation giving rate from 4% to 8% in one fiscal year through dynamic social media and email marketing campaigns
- Developed a robust offering of virtual engagement opportunities during the COVID-19 pandemic to connect with and engage 2,000 alumni and students

## Special Events and Outreach Manager

October 2016 – January 2020

Florida International University Alumni Association, Miami, FL

- Executed and consulted on planning 20 projects (events) per year including the Torch Awards Gala, Scholarship Fishing Tournament, Annual Meeting and Cocktail Reception, and all football game tailgates for head football coach Butch Davis, recording all events in the Raiser's Edge
- Designed and produced event signage and marketing collateral using Adobe Photoshop and Illustrator
- Monitored event and guest experience trends and opportunities, from venues to registration platforms to consistently enhance the alumni and donor experience
- Managed and increased ticket sales, event attendance and RSVP lists year over year for all events
- Conducted ROI analyses of each event to measure engagement and giving rates of guests pre, during and post-event
- Managed and procured vendor services for all Alumni Association events from collecting quotes and invoices, to payments and contract management through the PantherSoft (PeopleSoft) financials system
- Collected and track \$575,000 in revenue for two Annual Torch Awards Galas from 1,570 guests and donors, and \$58,000 for three Fishing Tournaments from 60 registered boating teams and event sponsors
- Recorded actions when maintaining and fostering positive relationships with 58 corporate sponsors, 46 donors and 22 vendors
- Collaborated closely with the Senior Director on overall fundraising and donor participation strategy for each Alumni Association event