

Matt Nollman

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EXPERIENCE

Marketing Manager, Content and Social

(March 2015 – Present)

Attunity – Burlington, MA

- Subject matter expert for all top-level content and social media.
- Create fresh content at all levels of the funnel to drive traffic and leads, grow Attunity communities, and strengthen our credibility as an industry thought leader (via blog posts, SlideShare presentations, videos, webinars, case studies, whitepapers, datasheets/solution sheets, etc.).
- Maintain and populate content calendar with various blog posts, videos and presentations that tell our corporate story and supplement strategic marketing campaigns.
- Led extensive content rebrand for 80+ assets in conjunction with new website launch.
- Manage strategy, guidelines, execution and reporting of all corporate social media activities across Twitter, LinkedIn, Facebook, Google+, YouTube and SlideShare.
- In 6 months, increased social media reach by an average of 500%, Twitter followers by 25%, and engagement by 200% through content strategy, social enablement of employees, amplification tools, and paid social ads.
- Work with HubSpot, Drupal, and Salesforce to provide digital campaign support.

Channel Marketing Analyst

(January 2015 – March 2015)

CA Technologies – Framingham, MA

- Social media and content expert for the Global Service Provider (GSP) partner marketing team.
- Assisted with the program management for HP, Tech Mahindra, HCL, Capgemini, Cognizant and other partners.
- Created and launched the first partner social campaign to drive partnership awareness and foster brand strength.
- Developed visual sales tools to drive leads and empower account directors.

Marketing Rotation Associate

(June 2013 – December 2015)

CA Technologies – Framingham, MA

- Integrated Marketing (first rotation): ran webcasts and analyzed related trends, assisted in program building in Marketo, led implementation of Security specific Gaggle in GaggleAMP.
- Social Media (second rotation): community management of corporate Facebook, Twitter, LinkedIn, Pinterest and Google+ accounts, pioneered new types of content for social promotion, increasing views to corporate SlideShare channel by over 30,000 organically.
- Brand (third rotation): worked with multiple agencies to project manage the brand refresh of all eBooks and infographics posted to CA.com, assisted with the development of the CA World App.
- Co-led our college marketing campaign where I designed and coordinated the landing page, spearheaded the creation of the blog and its content, and advised on the social strategy.

Social Media Intern

(February 2013 – May 2013)

RE/MAX Swift River Valley – Belchertown, MA

- Managed all social media platforms including the Twitter, Facebook and the company website.
- Updated blog with industry news, trends, and small business strategies.

PR Intern

(May 2012 – August 2012)

The Castle Group – Boston, MA

- Worked with PR team with clients across diverse industries, including finance, retail, restaurant and law.
- Crafted various pitches, press releases, social media posts, new hire notices, media lists, and editorial calendars.

EDUCATION

University of Massachusetts Amherst – Amherst, MA

(May 2013)

Isenberg School of Management

Bachelor of Business Administration (3.67 GPA); Major: Marketing (4.0 GPA); Minor: Information Technology

Marketing 301 Trade Show: People's Choice Award Winner

(Fall 2012)

Menéndez Pelayo International University – Seville, Spain

(Spring 2012)

SKILLS/ACTIVITIES

- HubSpot, Marketo, Salesforce, WordPress, HootSuite Certified, Adobe Creative Suite
- Key blog contributor: attunity.com/blog, blog.linksquares.com
- Social Media Manager for Blue Light Bandits