BROOKE MATTA

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ABOUT ME

- Marketing and sales professional
- Industry experience in technology (SaaS) and education
- Extensive customer-relationship experience
- On sabbatical and studying digital marketing

EDUCATION

2024 • Google Digital Marketing & E-commerce Professional Certificate

2024 • Hubspot Academy Marketing Program

2014 • University of Mary Washington
BA's in Sociology & International Affairs

EXPERIENCE

April 2022 – Dec 2023

Account Manager, Brazen
Remote
- Managed a book of 50 customers (small businesses to Fortune 500 orgs, $2M ARR), focused on retention and expansion
- Consulted on communication and event strategies; tracked metrics for each event
- Worked with Product & Marketing teams to produce digital assets and incorporate customer feedback into product improvements

Nov 2020 – April 2022

Account Executive, Stansberry Research
Remote
- Managed a portfolio of 100+ clients
- Owned sales marketing emails within Salesforce for my client base, including monthly promotions and renewal communications
- Top revenue-producer in my hiring class, bringing in $2.6M during the first year

Sept 2018 – Oct 2020

Admissions Counselor, Global Experiences
Annapolis, Maryland
- Advised 700+ applicants through the internship admissions steps within Hubspot
- Assisted Marketing team with content creation, website updates, and case studies
- Managed the organizational relationships with 20 U.S. universities

Sept 2015 – July 2018

Annual Giving Associate & Alumni Relations Assistant, University of Mary Washington
Fredericksburg, Virginia
- Created print and digital content for donor solicitation and stewardship
- Coordinated a multi-day check-in for 800+ Reunion Weekend attendees
- Served as main point of contact for all Alumni Relations inquiries and requests

SKILLS

- Digital Marketing
- Communications
- Content Marketing
- Website & Social Media
- CRM & CMS
- Product Adoption
- Data Analytics
- Reporting
- Account Management
- Project Management
- Strategic Planning
- Operations

TOOLS

- Salesforce
- Hubspot
- Canva
- Adobe
- WordPress & Wix
- Google Analytics
- Mailchimp
- Gong
- Asana & JIRA
- Hotjar
- Hootsuite
- Google Suite