
MATTHEW ROBERTS

5237 Glade Lane ♦ Florissant, MO 63031

214.532.4429 ♦ mroberts@email.com

SUMMARY

- Highly versatile marketing professional with eight years experience successfully connecting more than 12 brands with consumers through traditional and alternative media including in-store promotional events and social media marketing
- Skilled account manager with in-depth understanding of U.S. Hispanic market quickly learning and anticipating client needs effectively reaching target audience and increasing client sales up to 40% annually
- Strategic team player with exceptional commitment to company growth playing a key role in new business pitches winning several new accounts representing more than 22% of agency billings
- Multilingual account executive fluent in Spanish and French with passion for multicultural marketing and unique background working and studying in several countries

EXPERIENCE

Impact Global Marketing Group, Austin, TX, 2005 – 2009

FIELD ACCOUNT MANAGER – *Anheuser-Busch*, 2008 – 2009

- Selected by CEO to manage St. Louis field office for \$3MM account delivering personal service and support to firm's second largest client in partnership with five-member account services team
 - Met weekly with client executive providing vital support for various multicultural marketing projects overseeing creative team of ten developing multimedia presentations for specific ad campaigns and competitive analysis
- Managed social media marketing initiatives for Bud Light and Budweiser brands launching first-ever Hispanic user-driven social media promotion for beer products
 - Identified key dates and events to highlight monitoring and updating status daily including real-time updates overnight and on weekends working closely with client executives throughout process
- Implemented significant strategy change for Bud Light brand creating impactful “¡Ya Se Armó!” U.S. marketing campaign – phrase now part of Hispanic popular culture
- Partnered with account supervisor efficiently coordinating with vendors and handling all invoicing for three TV commercials, six radio ads and 25 billboards

ACCOUNT EXECUTIVE – *Mars, Inc., Lance Armstrong Foundation, ESPN, Hyundai, History Channel*, 2005 – 2008

- Actively participated in up to seven new business pitches including Burger King and General Motors helping firm win both accounts representing over 22% of agency's total revenue
- Managed more than eight national and international ad campaigns for several major Mars brands including M&M's, Snickers, Twix and Starburst candies and Pedigree dog food with total annual billings of \$1.7MM
 - Launched first-ever Spanish web sites for M&M's and Snickers
 - Consistently exceeded client expectations resulting in landing new ad campaign for Dove chocolate increasing account revenue by \$400K
- Directed targeted print ad campaign for M&M's working with well-known Hispanic celebrities including Enrique Iglesias and Wilmer Valderrama doubling product sales growth compared to general market rate
- Organized in-store promotional event in partnership with Wal-Mart and *People en Español* introducing new pretzel M&M's at nation's top 100 Wal-Mart stores for Hispanic consumers
- Co-produced award-winning Starburst brand TV commercial increasing product sales by over 40% – commercial won 2007 Cannes Lions Festival Silver Award resulting in highest creative recognition in firm's history
- Managed Pedigree brand marketing initiatives overseeing two key ad campaigns, coordinating six TV commercial adaptations from English to Spanish and presenting comprehensive competitive analysis to client executive
- Led complete redesign of Lance Armstrong Foundation's Spanish web site organizing six focus groups coast to coast significantly increasing monthly visits from 2,500 to 16,000
- Worked closely with client executives driving strategic marketing plans for Hyundai Motors, History Channel and ESPN
 - Co-developed History Channel web site detailing comprehensive information on U.S. Presidents winning 2007 Webby Award for Educational Best in Class
 - Launched new Hispanic-targeted TV sports talk show *Nación ESPN*

CO-FOUNDER/BRAND MANAGER**, MB Consulting, Austin, TX, 2003 – 2005**

- Co-managed family-owned consulting firm handling more than 450 residential property upgrades to energy efficient equipment and building materials in conjunction with state government energy-saving program
- Partnered with homeowners replacing inefficient equipment and materials including air conditioning units, roof insulation and refrigerators actively coordinating with state government officials and constructions developers
- Created brand awareness through company web site and progressive marketing initiatives placing in top three out of 60 companies statewide three years in a row for promoting residential energy-saving program

EDUCATION

UNIVERSITY OF TEXAS – Austin, TX, 2005

- MBA in Global Business Strategy

UNIVERSITY OF ILLINOIS – Champaign, IL, 2003

- Bachelor of Arts degree in Economics; Minor in Latin American Studies

SKILLS/ACTIVITIES

- Fluent in Spanish and French
- President/Founding Member, Latino Legacy social service group, 2008 – Present
- Secretary, Toastmasters International – Anheuser-Busch Club, 2009 – Present
- Member, Hispanic Leadership Group of St. Louis and Hispanic Chamber of Commerce, 2008 – Present
- Instructor, English as a Second Language, GrantWorks, Austin, TX, 2007 – 2009
- Michelob Ultra Running Team of St. Louis, 2008 – Present