

Matthew D Garcia

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OBJECTIVE

I am always seeking new opportunities to leverage my diverse marketing background, business development skills, and extensive sales experience to support and lead a team of dedicated marketing professionals. I am eager to work with innovative people and to motivate them by being a leader through a hard and dedicated working example.

EDUCATION

- Achieved a Bachelor of Science in Marketing at California State University, Long Beach.
- Achievement of Excellence in Business Communications (GEM) December 2012.
- Treasurer of CSULB American Marketing Association.

EXPERIENCE

Automate My Home, Inc. Costa Mesa, CA – Marketing Manager Nov. 2016 – Present

- Oversea and implementation of all marketing campaigns, sales initiatives, and strategic planning.
- In process of a complete E-commerce website reboot as well as re-branding the company.
- Head of SEO efforts, remarketing, and paid-marketing campaigns such as FB and Google AdWords.

Sterling Entertainment, Orange County, CA – Co Founder / Absentee Owner April 2015 – Present

- Founded & partly sold Sterling, an event company, focused on weddings and business events.
- Collaborated with planning agencies, esteemed photographers, and The Big Fake Wedding Co.
- Entrusted as the CMO, Director of Operations, and all vendor affiliations such as live performances.

Houzz, Irvine, CA – Account Manager 2013 – 2015

- Focus in local advertising and building brand identity for professionals in the home design industry.
- Sold custom local marketing packages to professionals to increase their market share.
- Selected for sales in acquisition due to sales strategy, presentation, and communication skills.

Nature's Best, Brea, CA – Marketing Specialist 2011 – 2013

- Assisted the marketing department on all projects while maintaining the website and social media.
- Selected to work with a small team to develop new brand 'Cadia' to target younger demographics.
- Developed creative sales strategies for vendors all over the country to increase sales.

Chirpify, Greater Los Angeles, CA – Marketing / Social Media 2008 – 2011

- Managed signing new artists contracts with Chirpify, a Twitter E-Commerce social media platform.
- Collaborated with artists to maximize and monetize their following as a business developer.
- Selected for preparation of end-user product delivery through digital e-commerce channels.

Please view my website at www.matthewdanielgarcia.com for additional information.