

Zachary Matthews

Marketing Strategist | SEO | PPC | Growth Consultant

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Professional Summary

Results-driven marketing specialist with nearly a decade of experience in digital marketing strategy, SEO, and consulting. Proven ability to drive substantial business growth, including a 250-400% increase in registered users and a \$0.04 cost per conversion for a high-volume ad campaign generating nearly one million views. Expert in managing cross-functional projects, technical SEO, and reputation management.

Professional Experience

B.S. in Marketing — Full-Time Student | Western Governor's University

Dec 2025 - Present | Expected Graduation: Jan 2027

- Returned to school for a relevant degree — with nearly a decade of hands-on experience, the coursework is second nature; accelerating to finish the 4-year degree in 2.

Marketing Consultant | Reward XP

Remote | Aug 2024 - Jun 2025

- Drove a 250-400% increase in registered users across three consecutive campaigns through a comprehensive marketing overhaul.
- Managed marketing budget with full autonomy; oversaw administrative access for HubSpot and Mailchimp, directing allocation for tools and ad spending.
- Executed high-efficiency campaigns: 9x higher impressions with a \$35 test budget vs. previous \$2,000 spend.
- Elevated Trustpilot score from 4.1 to 4.5 via feedback analysis and strategic journey improvements.
- Led a complete SEO overhaul, resolving Google indexing issues and optimizing on-page elements and schemas.
- Closed deals with major businesses with a 100% success rate when leadership could not attend meetings.
- Post-departure: stayed engaged in good faith and helped ship the site's retro arcade theme update (completed 8/16/2026), which was regarded highly.

Founder & E-Commerce Manager | Atroshop

Jan 2023 - Dec 2024

- Launched and scaled an e-commerce startup, directing marketing strategy, customer support, and inventory.
- Engineered a Google Ads campaign generating 1M+ impressions in the first month.
- Achieved \$0.04-\$0.06 cost per conversion and nearly an 80% add-to-cart conversion rate via an arbitrage strategy focused on high-intent, low-competition keywords.
- Secured #1-#3 organic rankings for multiple high-volume keywords; hired and managed support staff.

Growth Consultant (Contract) | Gain.gg & Cashinstyle

Remote | Contract

- Supported Gain.gg through a full website redesign, strengthening presentation and user trust.
- Implemented clean, high-intent digital marketing strategies, structured automation, and AI optimization for Cashinstyle.
- Applied measurable reputation management practices that improved platform marketability and user confidence.

SEO Research Writer | SelfHacked

Remote | Jan 2017 - Jan 2019

- Authored top-performing articles generating the highest new-user views on the writing team.
- Managed hosted WordPress blogs and served as editing lead, training team members on best practices.

Education

Western Governor's University

Accelerated B.S. in Marketing | Dec 2025 - Present | Expected Graduation: Jan 2027

Certifications

- Google Digital Marketing & E-commerce Professional Certificate (Oct 2025)
- IBM Digital Marketing and Growth Hacking with GenAI (Jan 2026)
- Google Career Certificates: Accelerate Your Job Search with AI (Oct 2025), Satisfaction Guaranteed: Develop Customer Loyalty Online (Oct 2025)
- Advanced Marketing Job Simulation, Forage (Jan 2026)
- Forage Markets Quantitative Analysis (MQA) Job Simulation — Python, Advanced Calculus, and Advanced Problem Solving

Skills

Marketing: Digital & Performance Strategy, PPC, Social Media, Automation, Funnel Optimization, Content Strategy, A/B Testing, B2B & B2C

SEO & Analytics: Technical SEO, Core Web Vitals, Google Analytics & Search Console, Ahrefs, SEMrush, Data Reporting

Technical: HTML, CSS, JavaScript, Python, Node.js, React, WordPress, Tableau, Looker Studio, Salesforce