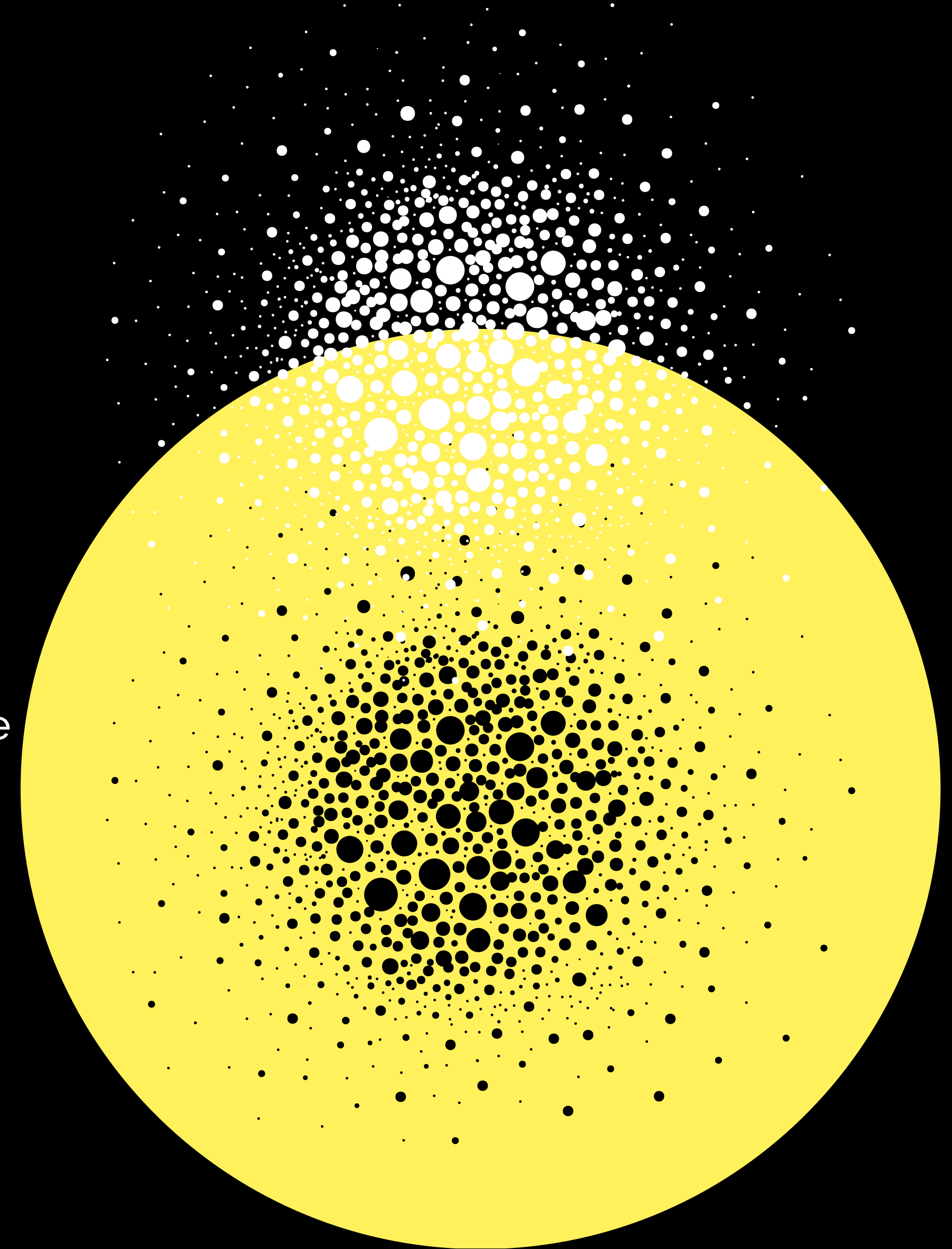


MATT AVERY

PORTFOLIO
PORTFOLIO
PORTFOLIO
PORTFOLIO

I have spent over a decade helping small businesses, global organizations, and non-profits take their branding and marketing to a higher level resulting in increased profits and awareness.



THE BASICS

I combine inspired creativity and analytics to position clients where they need to be for their greatest return on investment.

My skills are distinct with a background in anthropology, non-profit fundraising, B2B/B2C marketing, and two master's degrees. With a varied skill set, I am able to work collaboratively to find a unique strategies to improve businesses. Together, you can be assured that your marketing strategy, execution, and adaptation will be done with excellence.

"Matt has been a consultant at Benefit Concepts, Inc. for four years and has been a joy to work with since the beginning. In working with him closely, I have come to know him as creative, hard-working, and incredibly dedicated. His work ethic is unmatched as he handles high-volume and high-stress workloads with ease, and is quick and thorough in finding and learning new software unfamiliar to him that meets the needs of Benefit Concepts. He has truly become an invaluable asset to the BCI Team."

— KERSTIN KORNBLUM, PRESIDENT OF BENEFIT CONCEPTS, INC.

EXPERIENCE

KENSINGTON

2019 - PRESENT

GLOBAL DIGITAL MARKETING MANAGER

- Responsible for global digital marketing inclusive of SEO, SEM, content marketing, launch campaigns, and data analytics
- Launched and oversee 40+ separate paid campaigns with upwards of 4X industry standard for CTR across the US and UK
- Introduced company to Microsoft Teams and built global SharePoint Communication Site including the use of Microsoft Forms, Flow, Lists, Calendar, Stream, and Planner
- Created content marketing strategy to produce 60+ blogs per year, 400 social media posts per month, and 90-day SEO initiative within the first two months of being hired

ELISHA CONSULTING, LLC

2015 - PRESENT

FOUNDER

- Grew Elisha Consulting into a sustainable agency with yearly revenue near \$200,000 within four years while managing upwards of five contractors simultaneously
- Acquired over 30 clients ranging from single entrepreneurs to divisions of Fortune 1000 companies
- Executed digital campaigns in the technology industry with a \$15,000 monthly budget that resulted in a CTR of 3.20 – 11.95% and CPC of \$0.88 – 4.42 (metrics refer to multiple campaigns)
- Created an automated online quoting system for a B2B company that resulted in average annual savings of \$200,000 by reducing overtime hours

CORELUV INTERNATIONAL

2009 - 2014

DIRECTOR OF MARKETING

- Developed, organized, and oversaw inaugural Gala which profited \$105,000 delivering 150% of target
- Created and oversaw first crowd funding project "The Nehemiah Project" which raised \$28,000 achieving 112% of goal
- Managed over 60 fundraising events and created fundraising procedure guidelines for all Coreluv events and campaigns while training over 30 key volunteers to become leaders
- Interviewed, selected, trained, and oversaw 20 summer interns in Haiti for leadership development

EDUCATION

UNIVERSITY OF HOUSTON

MAY 2016

MASTER OF BUSINESS ADMINISTRATION | GPA 3.9/4.0

- MBA Outstanding Student - Spring 2016
- Dean's Award of Academic Excellence
- President of MBA Advisory Board
- President of Bauer MBA Society Consulting Club
- Bauer Ambassador

UNIVERSITY OF HOUSTON

MAY 2012

MASTER OF ARTS - ANTHROPOLOGY | GPA 4.0/4.0

- Published Work: *Education Reform in Houston, Texas and the Role of Applied Anthropology*

BAYLOR UNIVERSITY

AUGUST 2007

BACHELOR OF ARTS - ANTHROPOLOGY | GPA 3.5/4.0

AWARDS/AS-SEEN-ON



- **3rd Place: 2015 Google AdWords Social Impact Award**, competed in global team online Google AdWords marketing challenge by developing and executing a pay-per-click (PPC) campaign for River Oaks Chamber Orchestra
- **North American Champion and 5th Place Globally: Innovators Race by Caggemini**, with teammate Preeti Singh, we created an innovative digital strategy to assist the Boys and Girls Club of America in member acquisition and retention
- **Interviewed by CNN** as the North American Champions for the Innovators Race

CLIENT WORK



SKILLS

CAMPAIGN

Facebook Business Manager ★★★★★☆
 Google Ads ★★★★★☆
 LinkedIn Campaign Manager ★★★★★☆
 Twitter Ads ★★★★★☆

COMM/CRM

Blackbaude/Raiser's Edge ★★★★★☆
 Constant Contact ★★★★★☆
 Get Response ★★★★★☆
 MailChimp ★★★★★☆
 Pardot/Salesforce ★★★★★☆

DATA ANALYTICS

Cyfe ★★★★★☆
 Klipfolio ★★★★★☆
 Google Analytics ★★★★★☆
 Google Search Console ★★★★★☆
 Google Tag Manager ★★★★★☆

DESIGN

Adobe Illustrator ★★★★★☆
 Adobe InDesign ★★★★★☆
 Adobe Photoshop ★★★★★☆
 Adobe Premiere ★★★★★☆

ESSENTIALS

Google Docs ★★★★★☆
 Google Sheets ★★★★★☆
 Google Slides ★★★★★☆
 Microsoft Excel ★★★★★☆
 Microsoft PowerPoint ★★★★★☆
 Microsoft Word ★★★★★☆

MICROSOFT O365

Flow ★★★★★☆
 Forms ★★★★★☆
 Planner ★★★★★☆
 PowerApps ★★★★★☆
 SharePoint ★★★★★☆
 Stream ★★★★★☆
 Teams ★★★★★☆

MISCELLANEOUS

Formstack ★★★★★☆
 Survey Monkey ★★★★★☆
 Webmerge ★★★★★☆

PROJECT MANAGEMENT

Asana ★★★★★☆
 Basecamp ★★★★★☆
 Slack ★★★★★☆

WEBSITE DEVELOPMENT

CSS ★★★★★☆
 EPiServer ★★★★★☆
 HTML ★★★★★☆
 JavaScript ★★★★★☆
 LightCMS ★★★★★☆
 SharePoint ★★★★★☆
 Shopify ★★★★★☆
 Squarespace ★★★★★☆
 WordPress ★★★★★☆

1 STAR = NOVICE & 5 STARS = MASTER

IT STARTS WITH DESIGN

Modern marketing means taking an idea and creating an entire campaign.

For some of my work, that has meant doing everything from design to website development to advertising execution.

Working on all aspects of a marketing project has allowed me to expand my skillset to include graphic design - the next couple of pages highlight items I created for clients, including logos, digital/print designs, and corporate collateral.

"I've had the privilege to work alongside Matt several times in the non-profit industry. Not only has he been a huge coach and mentor in my professional development, but he has also exceeded the expectations of the organization. What separates Matt from other prospects is his initiative, work behavior, and dedication to succeed. Matt is nothing less than a huge asset to any field of opportunity."

— MICHAEL CRISP, DIRECTOR OF EVENTS AT
CORELUV INTERNATIONAL

LOGOS



FUN DESIGNS & CORPORATE COLLATERAL

A HISTORY OF EXCELLENCE

About

Benefit Concepts, Inc. was founded in 1983 as an employee benefits brokerage and is a leading provider for employee benefits in Texas with national broker recognition. We provide expertise in evaluating your insurance needs, offer customized plan designs and solutions, and competitive benefits packages to attract and retain employees.

Mission

Our mission is to implement optimal employee benefit solutions for organizations and individuals by keeping employers compliant, assisting with HR services, and maximizing technology through various communication tools and vendor partnerships, all while building and maintaining compassionate relationships.

Awards & Recognition

- Aetna Preferred Producer Panel
- Aetna Premier Producer President Level
- SunLife MVP Producer
- BCBS Highest Case Count - TX Small Group
- Humana Agents Advisory Council
- Humana Leaders Club Agency
- Humana Executive Business Council
- National Association Health Underwriters (NAHU)
- National Principal's Council
- Principal Platinum Privileged Partner
- Principal National Highest Case Count
- United Healthcare Agents Advisory Council
- UnitedHealthcare Platinum Producer
- UnitedHealthcare Echelon Award of Excellence

"The team at Benefit Concepts does a great job of keeping their clients up-to-date about benefits strategies, and they work hard to make the often frustrating process of benefits management as efficient and effortless as possible. They are a great solution for small companies trying to manage this complex area."

~ James A. Hecker, CPA, CFP, Wealth Design Group, LLC

CLIENT-BROKER RELATIONSHIP

BCI is more than just a broker. We are a trusted advisor that works to provide the quickest and most efficient service possible. Because we realize communication is key, BCI makes it a priority to regularly inform you of legislative changes and answer compliance questions in a timely manner. When partnering with BCI, you allow us the ability to challenge and negotiate your renewal to find the best rates possible.

TEAM

- **Benefits Consultants:** Our Benefits Consultants consistently seek new opportunities, from marketing Benefit Concepts within the insurance industry, to building and sustaining relationships with top insurance companies.
- **Account Managers:** The role of an Account Manager is to promote significant relationships with our clients, insurance companies and service vendors.
- **Claims Specialists:** Our Claims Specialists take a hands-on approach in conducting investigations for escalated and challenging claims.
- **Marketing Specialists:** The Marketing Team supports the Account Managers and Benefits Consultants with new business quotes and renewal alternatives to generate viable proposal options for our prospects and clients.
- **Individual Specialists:** Our Individual Healthcare Team establishes an individual's eligibility for coverage and provides recommendations.
- **Senior Marketing Consultant:** Our Senior Market Consultant assists with Medicare (Part A, B, and C) and has extensive knowledge in Advantage Plans and Part D Prescription Drug Plans.

BCI Benefit Concepts, Inc. | TIMELY | TRUSTWORTHY | INFORM | NEGOTIATE

www.mybciteam.com
connect@mybciteam.com
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Willie Mata, CISM, CRISC, CISA

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REAL LIFE CHURCH

I'VE GOT ISSUES

REAL LIFE CHURCH

FOR KIDS WHO ARE OUT OF THIS WORLD

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Jeremiah 29:11: "For I know the plans I have for you, declares the Lord. Plans to prosper you and not to harm you, plans to give you hope and a future."

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6:30 to 9:00 PM

PRODUCTION
Sunday July 1st
6:00 PM

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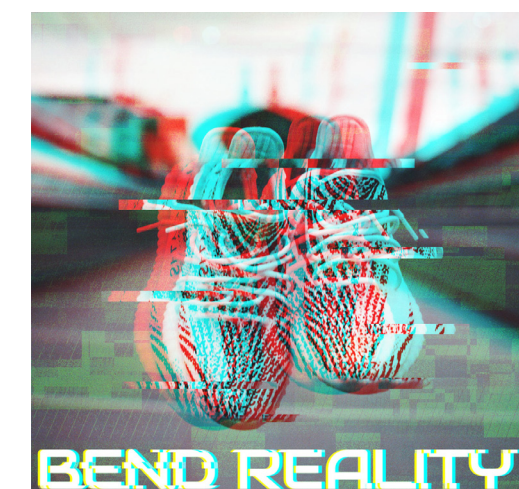
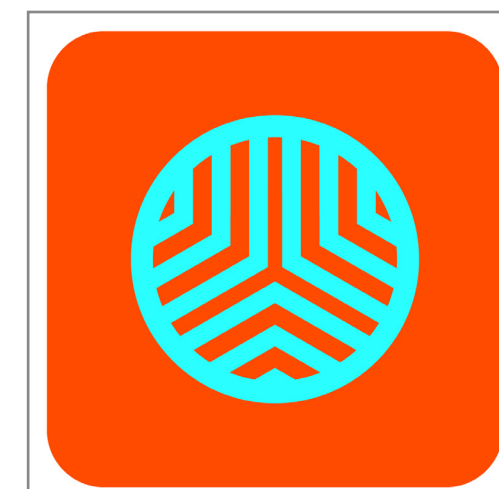
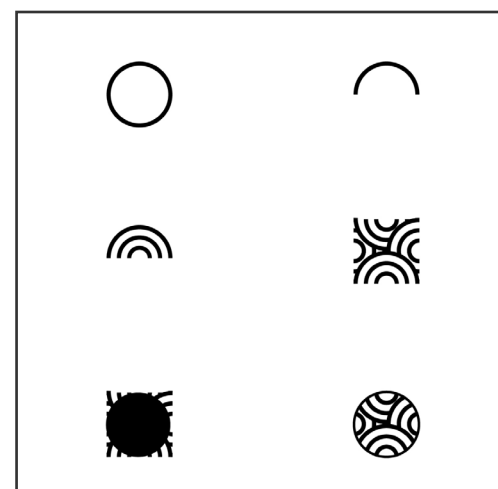
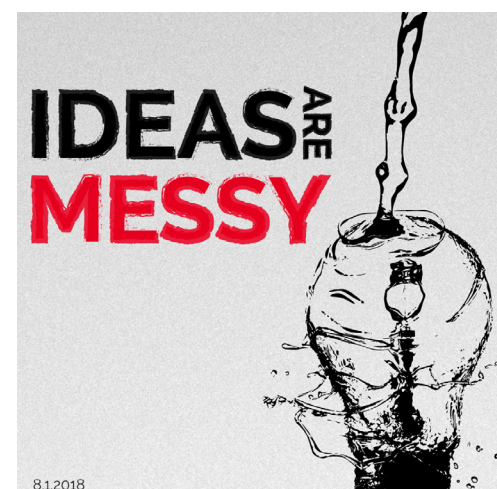
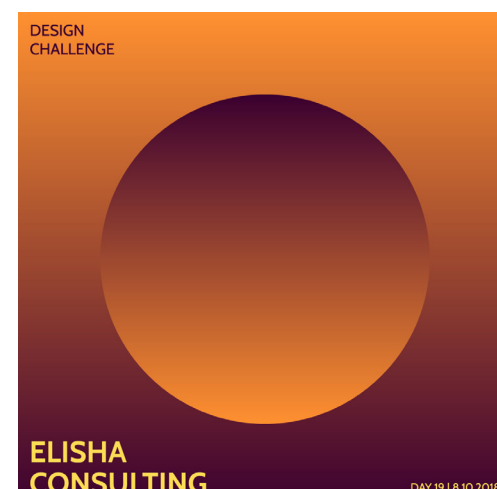
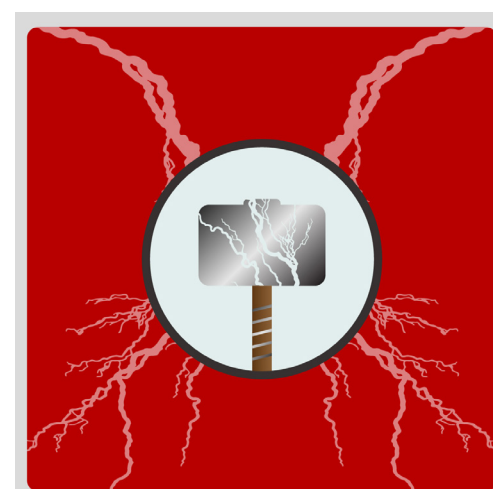
www.ultimatepresenter.tech

Kensington

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SO MANY LANGUAGES

We connect through language which makes websites a central point of modern life. Someone can be across the globe and feel connected to their favorite brand through a website, app, or other online source that is in their native language.

I have been privileged to build and work on websites in various languages from English to French to Chinese and many in-between. There are also the back-end languages of CSS, HTML, and JavaScript that have allowed me to connect people and help them find a service or product to improve their life.

This page shows some of the websites I built or worked on - they are a glimpse of the languages that are part of the back-end and front-end development.

Kensington

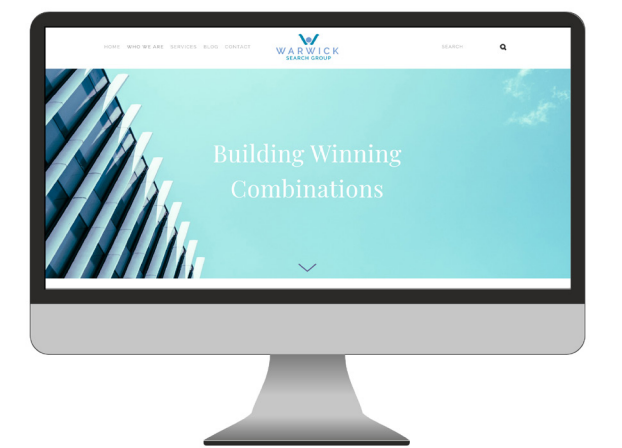
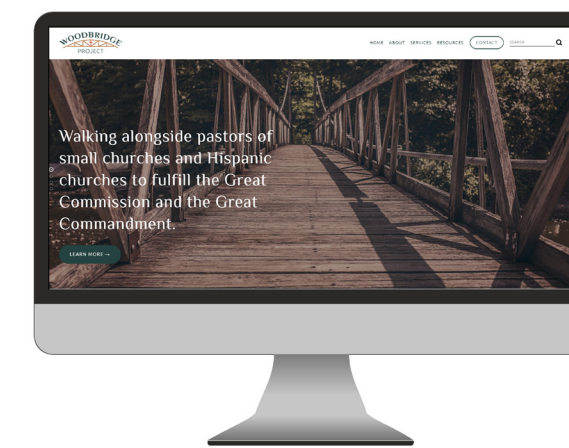
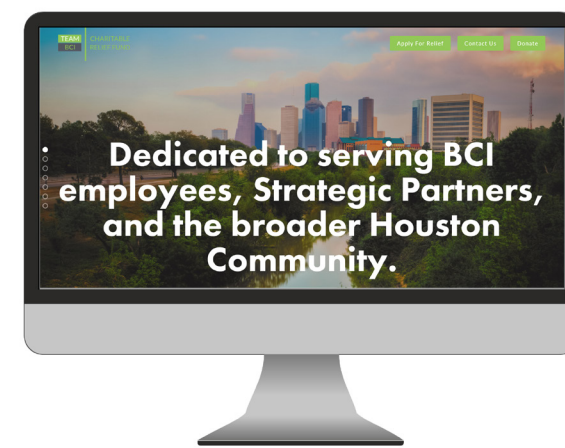
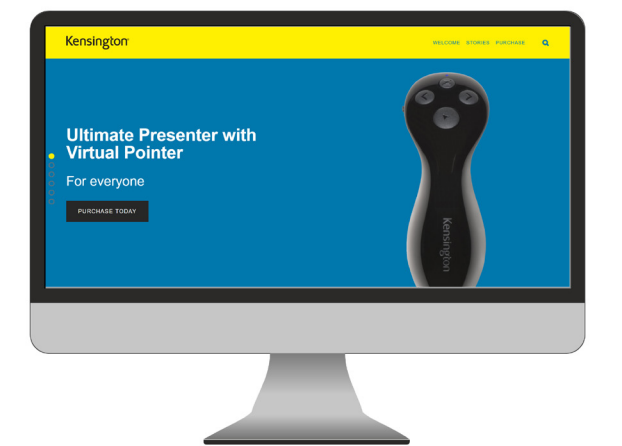
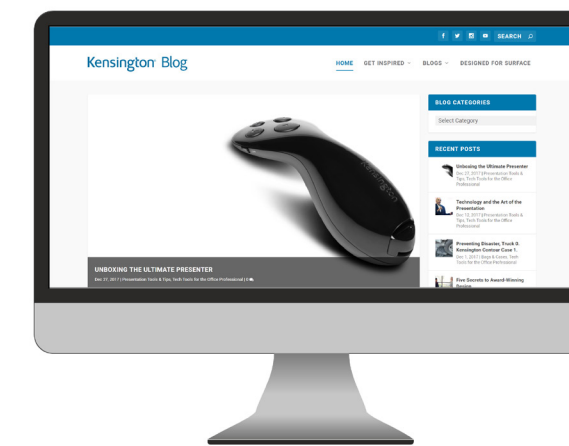
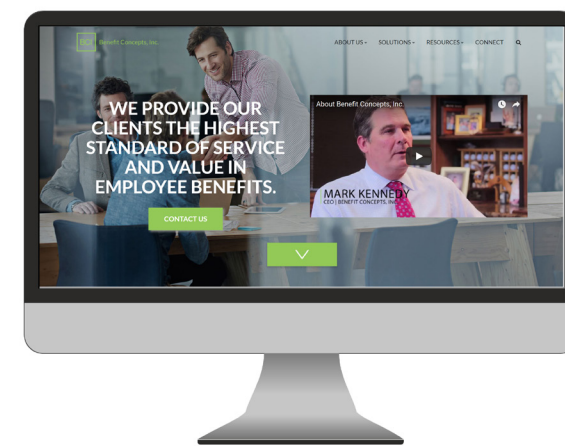
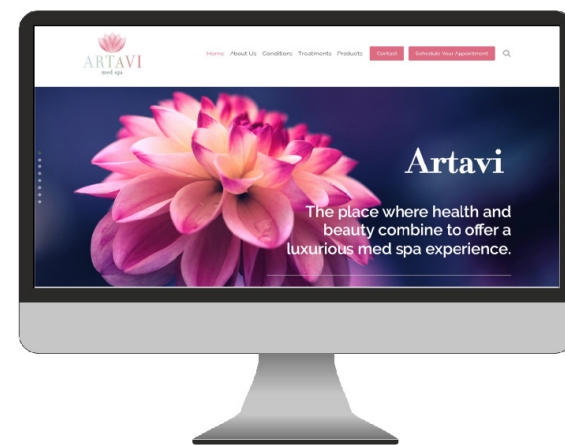
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AWARENESS TO REVENUE

Designs and websites are valuable in marketing when they are utilized to create campaigns. Over the past decade, I have overseen more than a hundred campaigns from in-person events to online promotions across all major digital channels.

Here is a sample of the results. **Note:** these metrics are real, yet most of the identifying features are confidential, therefore, the data is brief.

MULTI-CHANNEL CAMPAIGNS

The below table highlights multiple online campaigns conducted for an international technology company. Data reflects benchmark averages and the metrics my client attained through effective targeting.

CHANNEL	BENCHMARK AVG: CTR	BENCHMARK AVG: CPC	CLIENT CTR (DATA REPRESENTS MULTIPLE CAMPAIGNS)	CLIENT CPC (DATA REPRESENTS MULTIPLE CAMPAIGNS)
*Google - Search	2.38%	\$1.78	3.20 - 11.95%	\$0.88 - 4.42
*Google - Display	0.84%	\$0.20	1.03 - 1.72%	\$0.04 - 0.06
**Google - YouTube	0.34%	\$3.58	0.40 - 0.77%	\$2.12 - 4.17
*Facebook	1.04%	\$1.27	1.89 - 3.25%	\$0.38 - 0.78
**LinkedIn	0.15%	\$4.83	0.18 - 0.49%	\$3.9 - 12.73

Industry Avg: *<https://www.codedesign.org/ppc-industry-benchmarks/>
 Across Industries: **<https://cdn2.hubspot.net/hubfs/4350015/AdStage%20Q2%202018%20Paid%20Media%20Benchmark%20Report.pdf>

150%

Developed, organized, and oversaw inaugural non-profit Gala which profited \$105,000 delivering 150% of target.

29%

I was part of a team which placed 3rd in the Social Impact Category for Google's Online Marketing Challenge in 2015. We competed against tens of thousands of others from across the globe in a Pay-Per-Click (PPC) challenge with Google. Our results saw a 29% conversion rate.

400%

Developed a process that saw a 400% increase in social media engagement for a non-profit organization in less than a year.

TESTING IS LEARNING

I am a believer in testing a small campaign before launching a full-scale advertising project. One of these small campaigns yielded large results. We took a product in the technology industry and spent a small amount on social media adverts, wrote four blogs, and sent one newsletter in the span of a month.

We saw 47 verified actions to 3rd-party sellers and a 10X increase in landing page views within the month.

This process was used for larger campaigns that provided even greater results (see sample data in above table).

10X

YES I AM A NERD

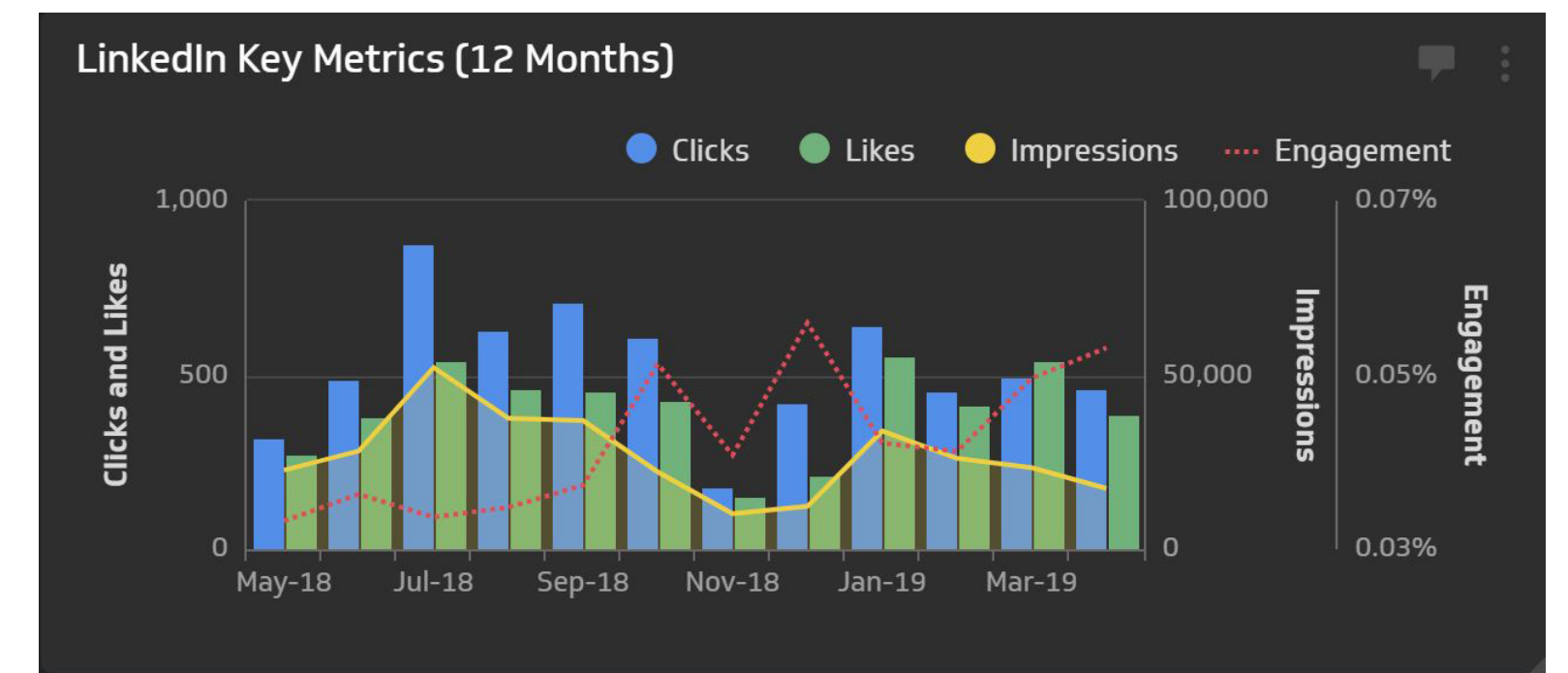
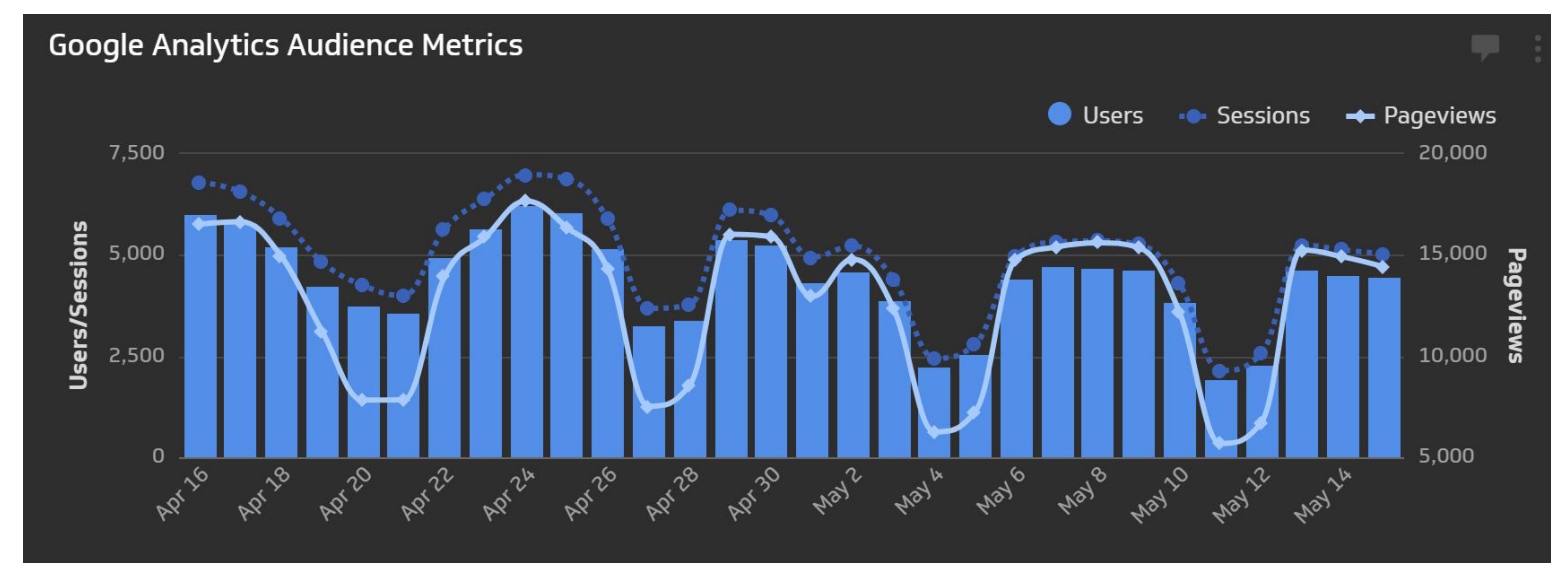
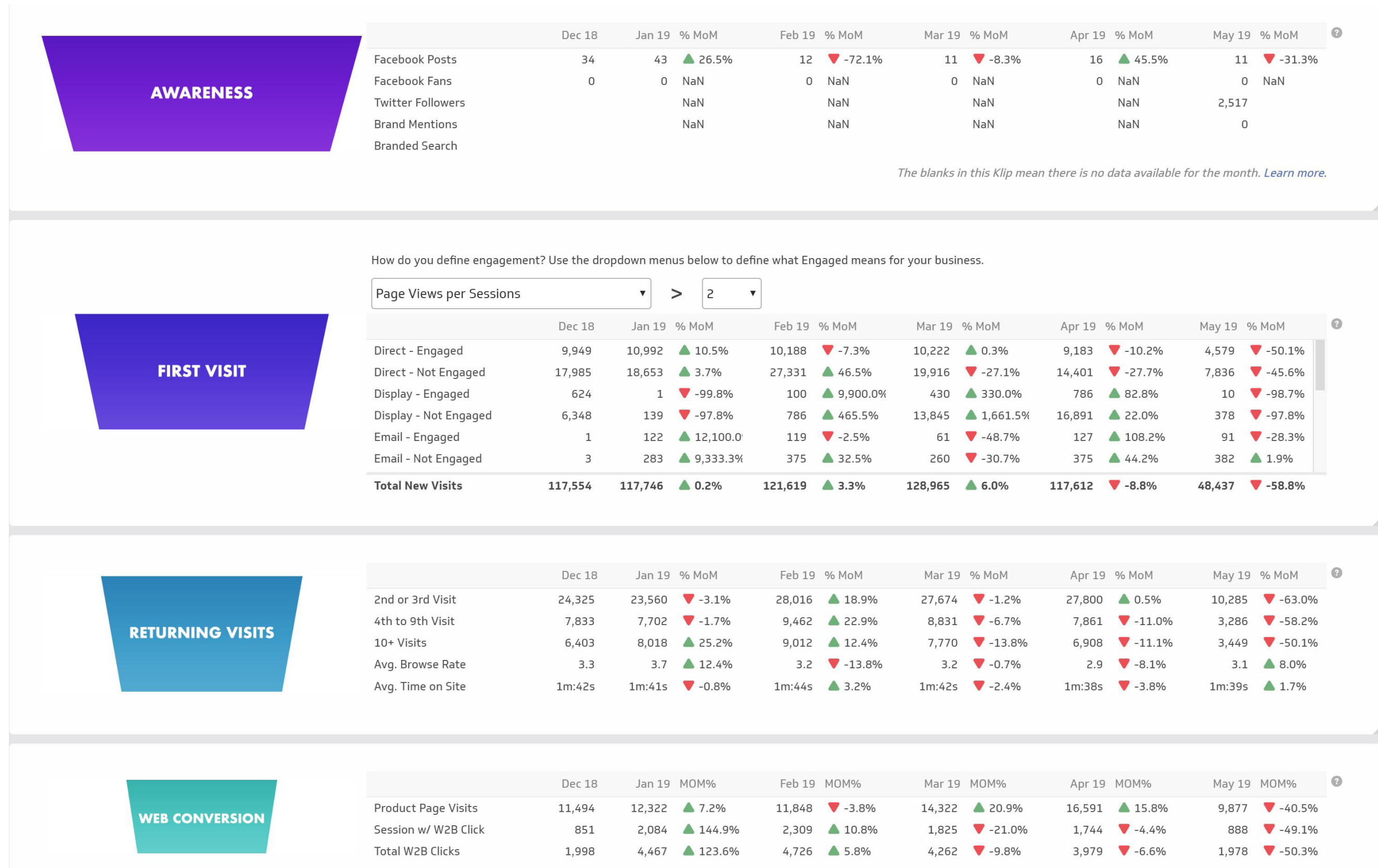
Oh how I love data analytics! Don't get me wrong, creating an aesthetically pleasing design, developing a website with a seamless UX, and running a campaign that smashes industry averages is a joy.

Yet . . .

There is something about measuring and visualizing data that is exhilarating. Marketing is only as good as the verifiable metrics attached to campaigns. For this reason I work extensively in Google Tag Manager and data visualization tools to verify data while providing dynamic dashboards to executives for them to make quick decisions based on trusted data.

The right images show dashboards I built for an executive team. These metrics are central to short- and long-term strategic planning.

Note: due to NDAs, I am only allowed to show a glimpse of the data I track. Yet, I would be more than happy to discuss more.



THANK YOU!

Thank you for looking through my portfolio, the previous pages represent a decade of striving to provide excellence for those who gave me an opportunity to market them.

We can work together to create value and produce world-class marketing for your service or product.

To do so, contact me at:

mavery@elishaconsulting.com

281-460-7326