

# matt adams

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## Experience

### Product Marketing Specialist | SAE International

Warrendale, PA | August 2023 - February 2025

- Led strategy and execution of marketing tactics to support member acquisition and foundation fundraising
- Partnered with product and content teams to define, build, and test journeys to better understand multi-touch attribution
- Utilized DemandBase and Salesforce for persona development and audience segmentation
- Increased new member enrollment 30% and reduced attrition 25%
- Grew foundation donations 11% YOY, totaling \$1.4 million

### Marketing Manager, Product Owner | M&T Bank

Buffalo, NY | May 2019 - April 2023

- Owned strategy and execution of deposits product marketing and digital onboarding experience for small business owners
- Collaborated with developers, analysts, and designers to deliver SEO content hub, online account opening, and appointment setting
- Built paid campaigns in support of most-engaged content, tactics to support user drop-off, and regional events to bolster positioning
- Grew new checking accounts 40% YOY, reducing CPA 20%
- Added 1,000 Merchant Services clients in 3 months

### Digital Product Manager, Senior Marketing Specialist | PNC Bank

Pittsburgh, PA | May 2017 - April 2019

- Managed customer online-to-offline transition tools including branch locator map, digital appointment setting, and in-branch digital signage
- Collaborated with stakeholders on roadmaps for content development, merchandising, and user testing in support of business goals
- Defined regional content strategies, improved internal and third party API calls, launched self-serve templated signage generator
- Reduced lag time of appointment request to employee calendar invitation by 12 hours
- Improved location accuracy of 55,000+ third party ATMs

## Education

### Ithaca College | B.S., Integrated Marketing Communications

Ithaca, NY | Class of 2015

## Interests

**Bills Mafia | City Planning | Showtunes | Wannabe Plinko Contestant**

## Affiliations

### Account-Based Experience (ABX) Certification

Coursework to demonstrate expertise in Demandbase software's Account-Based Marketing and sales tactics

### M&T Business Banking President's Award

2022 award winner for outstanding marketing partnership in support of surpassing M&T Bank's sales goals

### K.O. Foundation for Educational Excellence

Collaborated with board members to support fundraising for Keystone Oaks student activities

### Marketing Diversity and Inclusion Council

Partnered with employees at PNC and SAE to create activities celebrating unique backgrounds & experiences

### Pennsylvania Resources Council

Assisted in the collection of hard-to-recycle household goods and hazardous materials

## Tools

### Expert

- Demandbase
- Adobe Experience Manager
- Qualtrics
- Canva

### Basic

- Salesforce
- Tableau
- Power BI
- UML/SQL