

matt adams

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

Visit www.mattadams.bio

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Call (716) 416-5701

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