

# MATT RUBENSTEIN

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## WORK EXPERIENCE

### Thinx | ***Paid Social Media Associate***

New York, NY | 10/18 – present

- In charge of paid Facebook/Instagram ads for progressive period underwear brand
- Manages \$7mm yearly budget across 3 separate brands
- Manages daily campaign budgets, researches/tests new audiences + targeting options
- Works with creative team to develop new messages/ad concepts
- Used advanced Excel skills to develop new types of reporting to track performance of individual creative assets
- Increased revenue from paid Facebook during our big yearly sale by over 700%
- Led development of messaging strategy for re-launch of one of our sub-brands

### Dolls Kill | ***Paid Acquisition Manager***

San Francisco, CA | 3/18 – 5/18

- Managed paid Facebook marketing for edgy online retail brand
- Supervised external Google Ads/Google Shopping agency
- Built roadmap for taking over paid Facebook and Google activity from outside agency, including full-funnel branding/retargeting/conversion tactics
- Achieved 60x ROAS with first Facebook retargeting campaign based on user activity
- Worked with in-house creative team to concept new ad formats for emerging platforms, like Snapchat and Instagram Stories
- Developed measurement strategy for evaluating performance of new ads

### Product Madness | ***User Acquisition***

San Francisco, CA | 7/16 – 3/18

- Managed user acquisition on all Google Ads channels for top-10 grossing mobile game (AdWords/YouTube/Display)
- Responsible for \$1.5MM monthly budget
- Produced 17.3% 7D ROI during first 3 months of launch of Cashman Casino, beating performance target by 44%
- Created App Store Optimization strategy from scratch, defined KPIs, coordinated with ASO agency, directed the production of art assets and ran A/B tests on Google Play Store
- Performed weekly creative optimization/coordinated production of new ads with art team
- Launched partnership with Apple Search ads, coordinated with account representatives on best practices, led effort to measure value of traffic and establish goal CPIs
- Designed custom Excel macros + AdWords labels to greatly improve efficiency of performance analysis
- Performed daily bid optimizations based on recent/long-term LTV performance.

## **General Assembly | *Instructional Assistant***

San Francisco, CA | 5/16 – 7/16, 1/17 – 3/17

- Assisted Instructor of comprehensive 10-week digital marketing course
- Graded homework & provided written feedback for class of 20+ students
- Held regular office hours to talk students through homework and answer questions
- Learned how to explain complicated topics in a simple way

## **Hotel G | *Associate Sales & Social Media Manager***

San Francisco, CA | 1/15 – 3/16

- In charge of all areas of Digital Marketing for boutique hotel in downtown SF
- **Grew Instagram followers by 300% in 8 months**
- Worked with social media influencers to drive traffic to our site/grow our follower base
- Set up and managed Google AdWords campaigns
- Created/managed email marketing campaigns using MailChimp
- Supervised conversion of hotel website from Wordpress to PHP
- Designed new branding collateral using existing branding guidelines
- Created Social Media content + managed posting with Hootsuite
- Produced/curated photos + videos for Instagram

## **Kibitz | *Founder***

San Francisco, CA | 7/13 – 1/15

- Developed question-and-answer app from idea to app store with no money and no coding skills
- Grew userbase to peak of ~300 DAU on a \$0 marketing budget
- Admitted to The Mill startup accelerator in Las Vegas in Summer 2013

## **SKILLS**

Google Analytics Certified, Google AdWords Certified, Advanced Excel skills, Facebook Business Manager (Including Instagram ads), Hootsuite, MailChimp, Photoshop, InDesign, Social Media management including Facebook, Instagram, Pinterest, Twitter, etc. Advanced Excel/Google Doc skills including custom macros and online/offline form automation

## **EDUCATION**

### ***General Assembly***

San Francisco, CA | 8/15 – 11/15

Took comprehensive 10-week digital marketing class covering Google AdWords, Google Analytics, email marketing campaigns, Facebook/Instagram ad campaigns (using FB Business Manager), conversion funnel optimization, establishing key performance indicators, developing a brand voice, etc.

### ***Miami Ad School***

San Francisco, CA | 10/12 – 6/13

Major in Copywriting; studied most current methods of branding, advertising, and marketing while studying under award winning industry professionals. Learned various best practices of leveraging social media platforms to communicate brand messages to various target demographics.

### ***Texas Christian University***

Fort Worth, TX 8/02 – 5/06

Bachelor of Arts in Radio/Television/Film

Cum Laude Graduate, 2x Dean's List recipient, Minor in French