

# Matthew Smith

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## EXPERIENCE

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### Sunbelt Rentals

**Nov. 2022 - Present**

*Senior Manager / Manager, Web Content Strategy*

*Fort Mill, SC*

- As the Senior Manager of Web Content Strategy; Established and lead 2 teams that oversee content positioning, production, web authoring, ops, and scale.
  - Led the content production & AEM publishing of 400+ net-new product detail pages, growing 5 separate business verticals' share of voice by ~17% and page 1 Google SERP ranking by 89%.
  - Audited, crowdsourced, and grew web authoring MoM AEM production capacity by 3x within the first year to support an aggressive slate of central content production that pushed 32K annual marketing qualified lead submissions.
  - Click here to view more: <https://www.sunbeltrentals.com/>
- Led the onboarding, redefinition, and omni-vertical adoption of a customer-first, enterprise web content strategy for the Sunbelt Rentals website and mobile app.
- Developed a net-new GA4 measurement framework and content scorecard, creating cross-functional ease of access to the ongoing state of content evergreen.
- Repaired & forged strategic partnerships with product development, engineering, UX, and design which produced lead-gen focused landing pages resulting in 22% quarterly growth with MyAccount sign-ins.
- Piloted cross-dependent content submission & approval operations that trimmed authoring turnaround times down by 30%, providing more support for ad-hoc leadership requests and publishing volume.

### Husqvarna Professional Products

**Mar. 2019 – Nov. 2022**

*Manager, Digital Content – Ecommerce*

*Charlotte, NC*

- As a Manager of Ecommerce Digital Content: Owned the D2C content production pipeline and client syndication while actively consulting on retail content strategy.
- Audited PIM health and automated a global syndication solution between data pipelines.
  - Resulting in a consistent, frontline PDP content experience and a 13% increase to add to cart clicks for the top grossing 17% of the Ecommerce catalog.
- Led production of Amazon A+ PDP content for flagship robotic mowers & accessories, resulting in a 12% cart value increase and a 28% increase in robotics accessory sales 90 days post content publishing.

*Digital Customer Experience Analyst – Brand Marketing*

- As a Brand Marketing, Digital Customer Experience Analyst: Established the internal customer voice and advocated for post-sales, customer-first experience transformation.
- Led an agency to create a product reviews sweepstakes, surpassing a 200% volume increase over the contest period and collecting over 800, 4 & 5\* reviews.

### Sonic Automotive

**Aug. 2015 – Mar. 2019**

*Social Manager*

*Charlotte, NC*

- As a Social Manager: Led the creation of omni-platform campaigns, content calendars and production.
  - Introduced organic content production, keyword / hashtag strategy and minimal (\$300 MoM) paid social ad spend resulting in a 240% increase YoY in impression / engagement volume.

## EDUCATION

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**University of North Carolina at Charlotte**

**Dec. 2018**

*Bachelor of Arts – Communications with a Mass Media concentration.*

## SKILLS

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- **Strategic Expertise:** B2B, D2C, Go-to & Growth market strategy, Commercialization, Project Management, Data interpretation & analysis, Content Strategy, design & production, Ecommerce merchandising.
- **Technical Expertise:** Salsify, Figma, Akeneo, Syndigo, Hrefs, Adobe tech-stack, AEM, Oracle, Wordpress, JIRA, Confluence, Smartsheet, Microsoft Word, Excel, Powerpoint, Marketo, GA4, Adobe Analytics, Power BI.