

MATT MATTSON

Castle Rock, CO • matthewmattson1@gmail.com • 512-595-4323 • in/mattsonmatt

PROFESSIONAL SUMMARY

Web & optimization leader with 11 years turning underperforming funnels into measurable business growth. Built and ran the experimentation program at Evolve that helped grow the portfolio from ~8,300 to 10,000 managed properties — a 161% lift in lead conversion across 38 experiments, in partnership with media, product, and account management. At Thrivent, owned web performance and down-funnel analytics for thrivent.com and related properties, coordinating across 8+ teams: automated reporting from a two-week turnaround to real time, drove a 59% YoY lift in organic impressions, and led a team of three. Hands-on daily across AI coding, testing, and analytic platforms — including instrumenting and shipping my own iOS app, so equally fluent on the web and mobile sides of the funnel.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager — Operations Lead | Thrivent Financial | Nov 2022 – Apr 2026

- Own digital performance analytics for an 800+ page ecosystem: designed dashboards and automated reporting pipelines that surface trends driving prioritization and strategy, contributing to a 59% YoY increase in organic search impressions.
- Reduced reporting turnaround from two weeks to seconds by automating performance reporting with Looker Studio and the Search Console API — giving stakeholders real-time KPI visibility instead of stale snapshots.
- Lead a team of three with a coaching-first approach, building frameworks the team owns and executes independently.
- Built and scaled operating relationships across 8+ teams — engineering, analytics, creative, media, compliance, legal, brand, and integrated campaigns — aligning competing priorities and keeping programs on track.
- Directed a 262-page content migration in partnership with product, engineering, and content teams; built CMS automation that eliminated recurring manual updates.
- Implemented capacity planning and intake systems handling ~500 annual requests across multiple stakeholder groups; introduced an Agile sprint cadence supporting a 650+ article ecosystem.

Conversion Rate Optimization Strategist | Thrivent Financial | Mar 2021 – Nov 2022

- Built CRO testing frameworks and KPI evaluation processes for landing pages supporting paid media, email, and integrated campaigns across financial services product lines.
- Partnered with analytics, media, and content teams to design experiments and establish data-driven decision processes adopted across campaign teams.

Conversion Rate Optimization Specialist | Evolve Vacation Rental | Oct 2018 – May 2020

- **Built the company's first experimentation program and helped grow the managed portfolio from ~8,300 to 10,000 properties:** selected tooling (AB Tasty), developed a multi-quarter testing roadmap, earned CMO buy-in, and delivered a 161% increase in homeowner lead conversion across 38 documented experiments.
- Partnered with paid media on lead scoring and worked with account management to close the loop on lead quality — improving conversion without sacrificing downstream close rates.
- Coordinated execution across creative, paid media, product, and an external agency, aligning test cadence with traffic volume; built HubSpot dashboards tracking full-funnel performance.

Digital Marketing Manager | Verde Natural | Oct 2016 – Apr 2017

- Built and executed organic content strategy growing the YouTube channel to 2,000 subscribers and 85,000+ views in six months; led a website rebuild that grew active monthly users 4x within one year.

Website Manager | Volex | Feb 2015 – Sep 2016

- Promoted based on analytical performance; led a full website re-platform — vendor selection, requirements definition, stakeholder coordination, and launch execution.

SELECT PROJECTS

Banana Bagel (iOS app) | Creator & Solo Developer Active

- Designing, building, and instrumenting an AI-assisted nutrition app for endurance athletes end to end — product design, event instrumentation, mobile analytics, HealthKit data integration, and user research.

Fruit and Root | Founder 2020

- Launched a direct-to-consumer juice business generating \$20K in revenue; established distribution relationships with local gyms and fitness studios beyond direct-to-consumer channels.

TECHNOLOGY & SYSTEMS

Analytics & Performance: FullStory, Google Analytics (GA4), Adobe Analytics, Looker Studio, Google Search Console, Power BI, Datadog

Experimentation: Optimizely, VWO, AB Tasty, Adobe Target

CRM & Platforms: HubSpot, Salesforce, CMS administration

Development, AI & Workflow: SQL, Python, API integrations, Cursor, Claude, Figma Make, Jira, Notion

EDUCATION

B.S. Business Administration, Marketing | West Virginia University • Cum Laude, 3.46 GPA 2014