



MATT BYRUM

MARKETING & COMMUNICATIONS SPECIALIST
CHATTANOOGA | TN

Creative professional with 5+ years of experience digital marketing, copywriting, content creation, and more.

CONTACT

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in LinkedIn.com/in/matthewtbyrum

EDUCATION

WESTERN KENTUCKY UNIVERSITY

B.A. CREATIVE WRITING | 2015

SKILLS

- **Adobe Creative:** Acrobat, InDesign, Illustrator, Lightroom, Premiere Pro, Photoshop
- **Canva:** Design, Social Media
- **Hubspot:** Analytics, Email Campaign Workflows, Content
- **Web/Social:** Wordpress, Medium, Facebook, Instagram, Twitter, Hootsuite, Youtube
- **Google:** Docs, Sheets, Slides, Drive, Analytics
- **Windows/Mac:** Word, Powerpoint, Excel, Teams

WORK EXPERIENCE

Freelance Marketing & Writing

MARKETING & COMMUNICATIONS SPECIALIST | FEB 2023 - PRESENT

- **Brand Consultation:** Developing brand roadmap and planning for clients.
- **Copywriting:** Content writing, editing, and blogging.
- **Additional:** On-going creative writing and publishing work.

MANNINGTON MILLS

MARKETING & COMMUNICATIONS SPECIALIST | OCT 2021 - JAN 2023

- **Project Management:** Planning and developing Sales Training Guide for field use and coordinating between product managers and designers.
- **Hubspot:** Email campaign workflows, content creation, analytics, CRM database management.
- **Digital Asset Management:** Curating digital assets and photography for content marketing and web development.
- **Content Creation:** B2B and B2C content for multiple brands across different product categories.
- **Copywriting:** SEO-based writing and editing for website product pages and content for new site launch.

DALTON CONVENTION & VISITORS BUREAU

MARKETING COORDINATOR | APR 2019 - OCT 2021

- **Website Management (Wordpress):** Reorganizing, updating, and developing website based on analytics.
- **Creative Services:** Developing marketing and advertising materials (brochures, guides, sales kits, billboards, etc.).
 - Ads in USA Today Southern Living, Floor Focus, CityScope (Chattanooga), etc.
- **SEO:** Keyword research and optimizing website campaign for organic search ranking and site traffic growth.
- **Content Creation:** Web and social media content including photo/video production and editing, blogging.

SHAW INDUSTRIES GROUP INC.

COPYWRITER/DIGITAL MARKETING INTERN | NOV 2018 - APR 2019

- **Copywriting:** Writing and editing for TV/radio ads, web articles (Shaw Web Studios), and publications.
- **Research:** Trends, consumer habits, and product materials.