

Contact

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Top Skills

Customer Acquisition Strategies
Revenue Generation
Marketing Effectiveness

Languages

English (Native or Bilingual)
Indonesian (Limited Working)
Spanish (Limited Working)

Matthew Chambliss

Campaign Management | Lead Generation | Content Strategy |
Marketing Execution
Scottsdale, Arizona, United States

Summary

Based out of Scottsdale, AZ with over 12 years of experience in marketing, I specialize in developing and executing digital strategies that drive growth in leads and conversions. I hold a B.A. in Political Science with a minor in Business Admin from the University of the Fraser Valley, and I've honed my skills across various industries. My expertise lies in creating data-driven campaigns, optimizing customer journeys, and using advanced technologies to achieve measurable results.

I've successfully managed multi-channel marketing efforts, including paid media, SEO, and content marketing. My approach combines market insight with the latest digital tools, allowing me to adapt quickly to changing trends and business needs.

Experience

Cardone Ventures

Marketing Advisor

November 2024 - December 2025 (1 year 2 months)

Scottsdale, Arizona, United States

As an SBU Marketing Advisor at Cardone Ventures, I partner directly with portfolio companies to design, execute, and optimize scalable marketing strategies aligned with revenue growth and operational objectives. Working across multiple industries and business units, I advise leadership teams on demand generation, brand positioning, and performance marketing to drive measurable outcomes.

- Advise CEOs and executive teams on marketing strategy aligned with business growth targets
- Audit existing marketing systems, funnels, and customer acquisition channels
- Develop and refine go-to-market strategies across digital, paid media, email, and sales enablement
- Identify gaps in messaging, positioning, and customer journey optimization

- Guide implementation of scalable marketing frameworks and KPIs
- Collaborate cross-functionally with sales, operations, and leadership to improve conversion and retention
- Analyze performance data and provide actionable recommendations to increase ROI
- Support portfolio companies through growth phases, restructures, and expansion initiatives

Adventurer Manufacturing

5 years

Marketing Manager

2019 - 2024 (5 years)

Arizona, United States

- Managing all marketing objectives to establish brand awareness, lead generation and increase department efficiency
- Directed the marketing department and oversaw the implementation of content development guidelines while increasing ROI in all marketing aspects
- Strategized and identify consumer marketing trends in order to meet the ever-changing marketing landscape
- Directed marketing department and collaborated with senior leadership new brand launch from 0\$ in revenue to over \$35,000,000 in 12 months, and a total addressable audience of 150,000
- Responsible for go to market launch strategy to final execution and management of departments marketing initiatives
- Launched a new brand Scout Campers successfully during COVID-19 and guided the brand into a market leading position while overseeing a 7 figure advertising budget
- Oversaw the marketing department while having 8 direct reports, from website development, content creation, social media, communications and various vendor partners
- Developed B2B and B2C strategy and execution with sales and marketing departments

Social Media Manager

May 2019 - August 2019 (4 months)

Abbotsford, British Columbia, Canada

- Developed and executed social media marketing campaigns to increase brand awareness and online reputation.
- Oversaw the development of new brand content through photo and video creation

- Developed new company branding identity including brand logos and naming direction
- Implemented a automated marketing program to drive 25,000 social visits per day
- Maintained a working knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of Search and Social.

Secret Location | Concept Store

4 years 11 months

Marketing Consultant

May 2019 - February 2023 (3 years 10 months)

Vancouver, British Columbia, Canada

- Drove brand awareness, consumer engagement, and traffic to website as a result of overseeing and managing projects implementation and execution from a management level
- Developed customer acquisition strategy to gain new customers and access new markets for additional conversions
- Conducted website audit of company website which resulted in a 40% increase in overseas e commerce sales
- Drove 30% increase of foot traffic through retail stores through creative ideas execution and team collaboration
- Aided company ownership shift in e commerce strategy through covid-19.

Social Media Marketing Manager

April 2018 - May 2019 (1 year 2 months)

Vancouver, British Columbia, Canada

- Developed customer acquisition strategy to gain new customers and access new markets for additional conversions.
- Tracked and analyzed company data both online and offline to optimize spending and lead generation.
- Managed the implementation of SEM ads, SEO, and content marketing calendar for marketing superiority over local competitors.
- Managed store event partnerships and local press relationships to increase brand exposure
- Increased owned media following by 80% in 12 months
- Increased daily email subscriber growth rate by 100% in 3 months

Wanderer Bracelets, Tourism Indonesia, Alila Hotel group
Digital Marketing Specialist
2016 - May 2018 (2 years)

- Developed marketing strategies for e-commerce, hospitality, and tourism industries.
- Created high level photo and video content for paid and organic media channels.
- Established company KPI's and OKR's with senior management for effective strategy implementation.

Fragile Removals & Storage

Digital Marketing Specialist

January 2015 - November 2016 (1 year 11 months)

Melbourne, Victoria, Australia

- Directed new digital marketing company efforts with company ownership and senior leadership towards online lead generation and conversions.
- Managed full content calendar across Instagram and Facebook both paid and organic
- Directed the implementation of SEM ads, SEO, and content marketing which led to marketing superiority over competitors
- Recommended marketing initiatives and key decision making to meetings and discussions around company strategy

Kasper Development Corporation

Project Development Specialist

January 2013 - September 2014 (1 year 9 months)

Abbotsford, British Columbia, Canada

- Managed day-to-day construction operations, ensuring project progress according to plan and schedule.
- Coordinated with subcontractors and suppliers for timely material delivery and adherence to project timelines.
- Enforced safety regulations on-site, conducting regular inspections to maintain a safe working environment.

EV Logistics

Warehouse Associate

February 2010 - June 2013 (3 years 5 months)

Langley, British Columbia, Canada

- Efficiently stock and organize products in designated warehouse locations to ensure accurate placement and accessibility.
- Safely operate forklifts, pallet jacks, and other warehouse equipment to move and stock products.

- Conduct regular inventory counts and update records to maintain accurate stock levels.

Education

University of the Fraser Valley

Bachelor's degree, Political Science and Government