

MATTHEW D. BICK

(763) 257-2241

matthew.d.bick@gmail.com

www.matthewbick.com

www.linkedin.com/in/matthewbick

CAREER QUICK FACTS

- Over six years of experience in marketing and advertising, including both agency and client-side exposure for agencies/brands including evolve24, YA, Target, Russell Herder, Spyder Trap, Mindshare (London) and Carlson Marketing
- A few of my past/current clients: Sleep Number, T-Mobile, TCF Bank, UnitedHealth Group
- Specialties include account management/coordination; strategic campaign development; branding and messaging strategy; social media and content development; insights and analysis generation
- Managed and coordinated (“dotted line”) the work of teams as large as eight on nationwide client work

RECENT PROFESSIONAL EXPERIENCE

evolve24 – Account/Engagement Manager

January 2016 – Present

- Client: Sleep Number.
- Serve as on-site point of contact for one of the agency's marquee clients.
- Manage all aspects of the account, including communication, strategic growth initiatives, budgets and proposals.
- Guide real-time brand, social media and product positioning strategy insights on a daily, weekly and ad hoc basis.
- Collaborate daily with client content and creative teams to improve real-time content quality and resonance.
- Assist client team in developing digital content strategy on a monthly and quarterly basis.
- Coordinate the work of a remote team of agency data analysts to provide deeper actionable information for the client's customer insights and brand strategy teams.

YA - Account Manager

May 2014 – December 2015

- Clients: T-Mobile, Dish Network, MetroPCS, brightspot Mobile, Univision Mobile, Walmart Family Mobile, GoSmart Mobile, Ambit Energy.
- Served as daily point of contact and overall relationship manager for digital and loyalty-driven marketing deliverables for one of the agency's largest and most active accounts.
- Led strategic development of client projects and managed all budgets and billing for assigned accounts.
- Worked directly with the client on tight time lines to produce digital deliverables involving other national partners.
- Coordinated and managed internal teams, including project managers, design staff, and development resources.

Target Corp. – Project Manager, In-Store Marketing

August 2013 – May 2014

- Managed production of 600+ separate creative deliverables for brand-name entertainment and electronics properties.
- Organized deployment of in-store marketing print creative for reinvention and merger of retailer's Entertainment and Electronics departments for selected stores nationwide.
- Served as daily point of contact for creative partners, multiple functional teams and external stakeholders.
- Executed creative concept approval by coordinating agency partners, external vendors (including Apple, Disney, Samsung and others), and internal stakeholders.
- Coordinated review and production process to ensure timely completion, including managing timing and action plans.

Russell Herder – Account Coordinator and Digital Specialist

January 2012 – May 2013

- Clients: TCF Bank, Essentia Health, Grand View Lodge, University of Minnesota, Association of American Medical Colleges, and others.
- Assisted in creating brand and communication strategy for clients with local, regional, and national scope.
- Served as direct point of contact for multiple clients, including writing briefs and coordinating production teams.
- Conducted and assisted in primary and secondary research to guide account planning.
- Planned and executed client campaigns across a variety of media.
- Wrote print, radio, social, and web copy.
- Implemented digital initiatives, including social media strategy, content development, and search marketing.
- Managed social content and wrote and analyzed SMS outreach for campaign that won 2013 Best Fitness or Health Campaign - External/Public from *Ragan's Health Care Communication News*.

EDUCATION AND VOLUNTEER WORK

- University of Denver: BS Business Administration/Marketing (2008-2011).
- MIMA Summit Programming Committee (2017-present): I am an active member of the committee that puts together the annual Summit event for digital marketers. In this capacity, I help develop Summit breakout session content and pursue speakers and topics that the committee believes will be of interest to attendees.
- Surly Gives a Damn (2017-present): Surly Gives a Damn is the philanthropic arm of Surly Brewing Company – I regularly volunteer with SGAD on a range of projects, including rehabbing housing, cleaning up parks, packing medical supplies, putting together furniture for those in need, and much more.