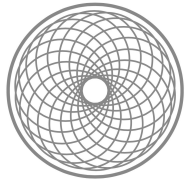


# MATHEW TRAN

Digital Marketing Manager

Sacramento, CA  
Open to Dallas-Fort Worth metro & remote  
m: 279.465.1512  
[MathewVTran98@gmail.com](mailto:MathewVTran98@gmail.com)  
Portfolio: [MathewTran.com](http://MathewTran.com)



## PROFESSIONAL SUMMARY

Digital Marketing Manager with 7 years building paid media, full-funnel, and lifecycle systems that produce measurable revenue. Most recently scaled Amazon revenue 70% YoY at the world's largest Black-owned gift and greeting card company while managing \$20K/month in cross-channel media spend and shipping a B2B fundraising funnel that cut CPL from \$7 to \$1. Specialized in performance marketing, conversion rate optimization, and AI-driven workflow automation as a force multiplier for marketing operations. Operator background includes acquiring an e-commerce business and leading a six-figure restaurant turnaround. Full case studies and dashboards at [MathewTran.com](http://MathewTran.com).

### CORE COMPETENCIES

- Paid Media Management (Meta, Google, Amazon)
- Full-Funnel Marketing & Attribution
- Conversion Rate Optimization
- Lifecycle Marketing
- Marketing Automation & AI Workflows
- Data Analysis & Performance Reporting
- E-commerce Strategy
- Amazon Growth & PPC Strategy
- Keyword Research

## CERTIFICATIONS

**Google Ads Certified:** Search, Display, Video, Shopping, Apps, Measurement, and Creative

## PROFESSIONAL EXPERIENCE

AFRICAN AMERICAN EXPRESSIONS, SACRAMENTO, CA, AUGUST 2024 TO PRESENT

### E-commerce & Marketing Manager

- Lead e-commerce and digital marketing strategy for the world's largest Black-owned gift and greeting card company (founded 1991), managing Shopify, Amazon, and Walmart channels alongside the brand's 34-year B2B fundraising program serving schools, churches, and community organizations.
- Drove **70% year-over-year Amazon revenue growth** from a **\$700K baseline** through PPC restructuring, listing SEO, image optimization, backend keyword optimization, and conversion-focused merchandising.
- Lifted Amazon conversion rate **from under 2% to over 6%** by rationalizing the catalog **from 800 SKUs to the top-performing 20%** (80/20 principle), sharpening ad efficiency and inventory focus.
- Manage paid media across Meta Ads, Google Ads, and Amazon PPC with monthly budgets of **\$5K–\$15K, scaling to \$15K–\$20K during Q4**.
- Built an integrated B2B fundraising marketing funnel that **reduced cost per lead from \$7 to \$1 and increased catalog requests by approximately 1000%** across the brand's 34-year fundraising program.
- Deployed AI-driven automations including a voice bot handling **~150 daily inbound calls with 85% deflection rate**, n8n workflow automations, and AI-powered creative production, materially reducing manual workload across operations and customer experience.
- Mentor a dual-role direct report (graphic designer / e-commerce assistant) responsible for creative production and operational support.

ONE DAY DOORS AND CLOSETS, ROCKLIN, CA, OCTOBER 2022 TO APRIL 2024

### Digital Media Buyer

- Managed paid media across **15 home improvement dealership accounts** with combined monthly budgets **exceeding \$30K** across Meta, Google, and display.
- Generated home improvement leads at **\$15–\$30 cost-per-lead** (seasonality-dependent), with average closed deal value of **~\$10K**.
- Built and optimized landing pages with internal teams; produced weekly performance reports and contributed to client strategic planning sessions.

FAMOUS PIZZA, SACRAMENTO, CA, MARCH 2021 TO AUGUST 2024 (NON-CONTINUOUS)

### Co-Founder & Operator

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- Co-founded local pizza restaurant in 2021 and led 2023 operational turnaround that **restored monthly revenue from \$20K to \$33–35K within six months** via menu reset, vendor renegotiation, SMS campaigns, team restructuring, and reinstated standards across cleanliness, training, and prep workflow.
  - Closed location in August 2024 after **four break-ins in six months** compromised security and operations, transitioning full focus to digital marketing career.

TNT MARKETING, SACRAMENTO, CA, APRIL 2019 TO MARCH 2021

**Digital Marketing Specialist**

- Developed and executed paid media campaigns across Meta, Google, Amazon PPC, Yelp, and Instagram for small business clients with combined monthly budgets **exceeding \$30K**.
- Produced weekly performance reports, content strategy, and campaign analysis across client portfolio; participated in strategic planning with executives and marketing managers.

DRIP N' DIP, SACRAMENTO, CA, JANUARY 2024 TO Q2 2026 (TRANSITIONING OWNERSHIP)

**Owner & Operator**

- Acquired a struggling family-owned candy business in January 2024 to prevent closure after the prior owner's exit; took full operational ownership across retail, wholesale, and e-commerce channels.
- Scaled monthly revenue **5x (from ~\$1K to ~\$5K)** through Shopify optimization, paid social, and direct-to-consumer marketing.
- Built wholesale channel from zero, securing **four new accounts** including Welco Supermarket, Mail N More, Vinai Wholesale, and gas station distribution.

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**ADDITIONAL INFORMATION**

**Technical Proficiencies:** Shopify, Amazon Seller Central, Walmart Marketplace, Helium 10, GA4, Looker Studio, Klaviyo, Postscript, Meta Ads Manager, Google Ads, Amazon PPC, n8n, Claude, ChatGPT, AI voice bot workflows, AI creative generation, Remotion