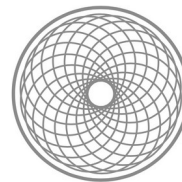


MATHEW TRAN

GROWTH MARKETING & DIGITAL SYSTEMS SPECIALIST

Sacramento, CA
Open to hybrid & remote
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Portfolio: **MathewTran.com**



PROFESSIONAL SUMMARY

Growth marketing and digital systems specialist with 7+ years of experience building customer-acquisition engines across paid media, landing pages, CRO, analytics, attribution, CRM, AI-enabled automation, and e-commerce. Hands-on across Meta, Google, Amazon PPC, WordPress, Shopify, and modern Next.js builds, with experience connecting campaigns to bookings, customers, and revenue. Recent work includes 100+ booked appointments and 3.10x blended Meta-attributed ROAS for Luxe's Nails & Spa, a 56% Shopify conversion lift at AAE, and fundraising CPL reduction from approximately \$7 to \$1. Business-owner experience adds practical perspective on margin, capacity, customer value, and operations.

CORE COMPETENCIES

- Growth Marketing & Customer Acquisition
 - Paid Media: Meta, Google & Amazon
 - CRO & Funnel Strategy
- Conversion Tracking & Revenue Attribution
 - Web & Landing Page Production
 - CRM, Lifecycle & Automation
- GA4, Analytics & Behavioral Insights
 - AI-Enabled Marketing Systems
 - E-commerce & Marketplace Growth

SELECTED GROWTH & TECHNICAL PROJECTS

LUXE'S NAILS & SPA (LUXESNAILSPA.COM), FREMONT, CA, AUGUST 2025 TO PRESENT

Growth Marketing, Web & CRO Consultant

- Built and operate the full Next.js website and Square-connected booking experience, including conversion-focused offer pages, local/programmatic SEO, and ongoing CRO and website operations.
- Supported 100+ booked appointments within the first 3 months; during the engagement, monthly top-line revenue grew approximately 8x. Meta campaigns later produced 887 tracked results, 3.10x blended Meta-attributed ROAS, \$48.6K in attributed value, and 233 calls.

DIP ELECTRIC (DIPELECTRIC.COM), SACRAMENTO, CA, JULY 2026 TO PRESENT

Growth Marketing & Digital Systems Consultant

- Built Dip Electric's measurable acquisition infrastructure: responsive website, 8 service/landing pages, lead forms, on-page SEO, Supabase CRM, UTM/source attribution, Twilio call routing/tracking, Meta Pixel events, notifications, and reporting.
- Implemented the system in Next.js, React, TypeScript, and Tailwind CSS on Cloudflare with Supabase/Postgres and Twilio; own staging/release QA and automated testing to keep the customer-acquisition path reliable.

PROFESSIONAL EXPERIENCE

ZULU MARKETING, SACRAMENTO, CA, AUGUST 2026 TO PRESENT

Founder / Growth & Digital Systems Consultant

- Build and operate end-to-end customer-acquisition systems for local and service businesses spanning paid media, landing pages, CRO, CRM, tracking/attribution, follow-up, reporting, and AI-enabled automation.
- Translate business economics - job value, margins, capacity, lead handling, and sales process - into channel, offer, budget, and measurement decisions across current client engagements and growth systems.

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

E-commerce & Marketing Manager

- Own Shopify CMS, website operations, merchandising, SEO, promotions, and CRO; used Hotjar, GA4, and e-commerce analytics to improve total-site conversion from 0.9% to 1.4% (approximately 56% relative lift).
- Built AAE's B2B fundraising landing page and lead workflow using Vercel, web forms, Google Apps Script, and Sheets; reduced CPL from approximately \$7 to \$1 and increased catalog requests by approximately 1,000%.
- Drove approximately 70% year-over-year Amazon revenue growth from a roughly \$700K baseline through listing SEO, merchandising, catalog prioritization, conversion optimization, and PPC restructuring.

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

Digital Media Buyer / Digital Marketing Specialist

- Built and maintained WordPress campaign, dealer/location, and service landing pages while managing paid acquisition across Meta, Google, and display; combined landing-page optimization and analytics to increase lead volume approximately 45% across the dealer portfolio while reducing typical CPL from roughly \$110-\$150 to \$15-\$30.
- Configured and QA/UAT-tested Zoho forms, CRM workflows, lead routing, automations, and integrations; validated requirements before launch and retested fixes after changes.

FAMOUS PIZZA, SACRAMENTO, CA, MARCH 2021 TO OCTOBER 2022; JUNE 2023 TO AUGUST 2024

Owner Operator

- Owned and operated a Sacramento restaurant that generated \$450K+ in first-year gross sales; owned P&L, pricing, inventory, vendor/supplier costs, payroll, local marketing, and customer experience.
- Managed a 10+ person team across hiring, training, scheduling, performance, and daily operations while controlling labor, food costs, waste, service quality, and high-volume workflows.

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

Digital Marketing Specialist

- Built WordPress websites and landing pages and managed multi-channel acquisition across Meta, Google, Amazon PPC, Yelp, and Instagram for small-business clients, including budget management, reporting, SEO metadata, and ongoing campaign/site optimization.

ADDITIONAL INFORMATION

Growth & Analytics: Meta Ads, Google Ads, Amazon PPC, GA4, Looker Studio, Hotjar, CRO, ROAS/CPL/CAC, UTM tracking, conversion tracking, call/offline/revenue attribution.

AI & Automation: Agentic AI systems, human-in-the-loop workflows, n8n, Twilio, Google Apps Script, AI voice systems, AI-assisted web/software development.

Web & CRM: WordPress, Shopify, Next.js, React, TypeScript, Tailwind CSS, Vercel, Cloudflare, Supabase/Postgres, Zoho CRM.

E-commerce: Amazon Seller Central, FBA/FBM, Walmart Marketplace, Helium 10, catalog management, merchandising, listing SEO, marketplace conversion.

Certification: Google Ads Certified - Search, Display, Video, Shopping, Apps, Measurement, and Creative.