



Matthew Beck



About Me

Accomplished marketing professional and entrepreneur at heart with 10+ years in social media, content marketing, branding, and product photography. Founded and sold multiple companies early on, highlighting business acumen and leadership. Skilled in market research, campaigns, and brand management, including pet food photography for Paris Hilton and work with Ted's Cigars (makers of Maker's Mark cigar). Proven in high-quality content creation to elevate online presence, traffic, and conversions via digital strategies.



Education

Middle Tennessee State University
*Music Business & Recording Industry /
Political Science*

UNIVERSITY OF LOUISVILLE
Political Science



- Marketing Analytics
- SEO Optimization
- Digital Advertising & A/B Testing
- Social Media Management
- Excellent Communication Skills
- Google Analytics / Google AdWords
- Strategic Planning
- Business Development
- Proficient in Adobe Creative Suite
- Proficient in Microsoft Office Suite
- Web Design/Shopify
- E-Commerce Development



Companies Founded & Sold

- **Drone Robotics** 2012 - 2014
Founder
Created a robotics company specializing in land-based robots and aerial drones designed to enhance safety in high-risk environments.
- **DEAN Alert** 2006 - 2010
Founder/Former Owner
Developed a simple emergency group messaging solution that allows any size group to be instantly notified via text message, phone call, digital signage, app push notification, touch screen kiosk, etc.
- **PearServe** 2006 - 2010
Founder/Former Owner
Built a software development company focused on creating custom software, mobile applications, and web applications for diverse clients.



Experience

- **Weruva International Inc.** 2024 - Present
Product Photographer (Part-Time)
 - Captured and edited professional photography of pet food products, ensuring high-quality visuals that align with brand standards.
 - Produced assets optimized for use on company websites and major e-commerce platforms, including Amazon, Chewy, Petco, and PetSmart, contributing to enhanced product listings and customer engagement.
- **Urban Farmhouse Market** 2018 - 2020
Social Media Manager
 - Directed social media planning and execution of marketing strategies, including community management to foster audience interaction.
 - Increased social media shares by 30% and website traffic by 25% through targeted campaigns.
 - Designed, developed, and managed the company website to support seamless user experiences.
 - Photographed products and incorporated images into e-commerce listings and linked social media platforms.
- **Ted's Cigars** 2014 - 2015
Marketing Manager
 - Led marketing team in developing and implementing comprehensive social media strategies to elevate brand visibility.
 - Managed all social media accounts, ensuring consistent messaging and engagement across platforms.
 - Optimized engagement metrics using analytics, resulting in a 20% increase in interactions.
 - Coordinated marketing events and promotional activities to support business objectives.
 - Designed and marketed custom cigar labels, enhancing product appeal and market positioning.

REFERENCES AVAILABLE UPON REQUEST