



Matt Bowden

I solve business problems by solving people problems.

Profile

As an award-winning digital strategist with over 16 years of experience, I know what it takes to create solutions that delight consumers and help businesses win.

I am looking for somewhere that can nurture my talent. Somewhere I can make a difference.

Work Experience

○ Mar 2024 – Present
Coles 360 | Sydney

Audience Strategy & Product Specialist

Reporting within the product management team, I lead audience data strategies that future-proof the business and maximise commercial opportunities.

Key initiatives include:

- Led a comprehensive redesign the Coles wide audience taxonomy, aligning customer cohorts with strategic media use cases, enabling more precise targeting, and improving long-term product viability.
- Led the selection and implementation of a new CDP, defining tailored retail media use cases, overseeing the rollout, and managing the decommissioning of the legacy platform, significantly enhancing audience activation and data capabilities.
- Developed data frameworks supporting sophisticated customer journey analyses, propensity modelling, and strategic media planning, significantly enhancing insight generation capabilities.
- Established foundational governance processes and a strategic data approach, elevating the business's capabilities around responsible audience data usage.
- Successfully educated and influenced senior stakeholders to shift the organisational perception of audience data from commodity to strategic business asset.

○ Mar 2022 – Nov 2023
Havas | Sydney

Digital Strategist

My role at Havas was to connect our client's customers to meaningful experiences, usually through the lens of digital channels and technology.

- Played a pivotal role in winning Fiji Tourism pitch; developed digital roadmap increasing website engagement by 30% and conversions by 5%.
- Devised personalisation strategies boosting Stockland Retail/Residential eDM open rates 12%, click rates 100%, and engagement 32%.
- Unlocked data-backed customer segmentation/loyalty opportunities, securing new revenue streams for Avis Budget Group.
- Authored content strategy playbook for The Parliament of New South Wales optimising process, governance, and development.

Contact

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Coogee, Sydney NSW, 2034

Skills

- **Data driven decision making**
- **Data Strategy & Martech design**
- **Go-To-Market & commercial strategy**
- **Media Strategy & Planning**
- **Human Centered Design**
- **Systems Thinking**
- **Pitching & Presenting**
- **Collaboration & Leadership**

Awards

Oct 2017 | Spikes Asia
Best Media Collaboration – KFC

May 2015 | QSR Media Awards
Best Use of Social Media – Muffin Break

April 2014 | WARC
Best use of Analytics – Doritos

June 2012 | Festival of Media
Best CRM campaign – Rimmel London

May 2009 | D&AD Graphite Pencil
Mobile Marketing – Reebok

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Qualifications

- **Customer Experience Strategy & Organisational Culture**
LinkedIn Learning
Completed in 2024
- **Customer Experience Journey Mapping**
LinkedIn Learning
Completed in 2024
- **PRINCE2 Practitioner**
Reed Learning
Completed in 2009
- **UX/UI Design Short Course**
General Assembly
Completed in 2014

Technology

MS Office	<div><div></div></div>
Powerpoint / Keynote	<div><div></div></div>
GA, Power BI, Tableau, SQL	<div><div></div></div>
Miro	<div><div></div></div>
Figma	<div><div></div></div>
AI & LLM	<div><div></div></div>

Work Experience

Aug 2018 – Mar 2022

Are Media | Sydney

Customer Strategy & Insights Specialist

Reporting to the Chief Marketing Officer, my role was to understand customers so that we could grow and better monetise communities.

I did that by mapping their journeys across our omnichannel network and mining the data that produced so that we could unlock insights to help shape the customer experience.

- Implemented full-funnel, omnichannel marketing strategies growing subscribers 34% YoY, and revenue 43% YoY.
- Spearheaded business repositioning as a true omnichannel publisher, increasing sales effectiveness and revenue.
- Led CRM, CDP, and eCommerce tech stack integration to better understand and monetise audiences.

May 2017 – Aug 2018

Freelance | Sydney

Strategist

My time freelancing consisted of working with large media and marketing organisations across a wide range of strategic projects.

Most notably I worked on a major podcast research project for Nova Entertainment and also helped Nine Entertainment Co. develop the go-to-market strategy for their Digital Studios team

Oct 2015 – May 2017

Mediacom | Sydney

Senior Digital Strategy Director

- Led digital transformation at YUM Brands, securing leadership buy-in for CRM/DMP solutions and personalized marketing.
- Guided strategy for marquee brands like KFC, Carnival Cruises, Cricket Australia across digital channels and platforms.
- Mentored junior team, with several strategists winning major awards like Cannes Lions and MFA NGEN.

Sept 2013 – Oct 2015

Slingshot Media | Sydney

Senior Digital Strategist

- Pioneered first-of-its-kind voice interactive display campaign for "Her" movie launch leveraging cutting-edge ad technology.
- Led award-winning interactive installation using emerging tech for 3M at TEDxSydney driving brand engagement.
- Served as agency's programmatic media expert, advising on audience targeting and data-driven digital buying strategies.

March 2002 – July 2013

Earlier roles

My early career consisted of working for several technology start-ups across publishing, telecommunications and SaaS platforms. Notable clients included Vodafone, PepsiCo, Sony Playstation, T-Mobile, Unilever and O2 Telefonica

- Strategic Planner – Velti
- Senior Account Manager – Velti
- Project Manager – M&C Saatchi
- Project Manager – Boku
- Campaign Manager – BioMed Central