



SANDY MATTSON

MARKETING ACCOUNT LEAD

CONTACT

☎ 480-694-2804

✉ sandy@sandymattson.com

📍 Gilbert, Arizona

🌐 sandymattson.com

EDUCATION

NORTHERN ARIZONA UNIV.

Bachelor of Science: Advertising,
Marketing & Communication

- GPA: 3.9 / 4.0
- Summa Cum Laude

SKILLS

- Project Management
- Client Relationships
- Strategy Development
- Leadership
- Diplomatic Communication
- Organization & Efficiency
- Process Improvement

VOLUNTEER ROLES

- Refugee Resettlement
- Special Education Advocate
- NICU Infant Cuddler
- Homeless Pregnancy Support
- Women's Org. Leader
- PTA & Classroom Support
- More at sandymattson.com

SUMMARY

I'm a passionate marketing professional with 13 years of experience developing, revitalizing and launching a variety of brands to the marketplace. I have a natural ability to develop rapport with clients, colleagues and external stakeholders alike, with a proven track record of seamless execution of complex projects, from inception to completion.

PROFESSIONAL EXPERIENCE

Rule29 - Phoenix, Arizona

MAY 2025 - PRESENT

Account Lead

- Manage client relationships and guide brand and marketing initiatives, from strategy through execution.
- Work closely with our creative and operations leadership to ensure each project is aligned with client goals and remains on-time and on-budget.
- Initiate project planning, facilitate team communication, and optimize workflows to create a smooth and impactful client experience.

Prisma - Phoenix, Arizona

JAN 2012 - DEC 2016

Director of Marketing & Communication

- Recruited to serve dual-role during tenure. Led full-service marketing agency acquired by Prisma, fostering team of 8 including creative, client and production departments. Expanded offering to include digital, web and data analytics through new partnerships, driving client growth. Managed several lucrative client relationships, including strategy and execution of campaign initiatives.
- As an integral part of the Prisma executive team, developed strategy to reposition company through an extensive rebranding initiative. Executed a surprise event to unveil new brand internally. Launched multi-channel, targeted campaign with 40% response rate. Website conversion rate increased six-fold in first 30 days.
- Launched a new campaign concept for Tucson Medical Center with wild success. Exceeded client goals with revenues of \$4 million in 9 weeks and lead conversion rate above 12%. Leveraged data analytics to understand purchasers, create budget efficiencies and drive higher performance. Campaign has been an annual success for 13 years running.

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WRITING SKILLS

- Situation Analyses
- Strategic Marketing Communication Plans
- Creative Strategies & Briefs
- Proposals
- Contracts
- Annual & Project Budgets
- Cost Estimates
- Project Timelines
- New Business Proposals
- Presentations & Pitches
- Work Orders & Change Orders
- Email & Other Correspondence

PAST CLIENTS

- Phoenix Suns
- Tucson Medical Center
- ChildHelp, Inc.
- Benchmark Resorts & Hotels
- Meritage Homes
- AZ Dept. of Health Services
- Hershey Resorts
- Better Business Bureau
- Maracay Homes
- Montelucia Resort & Villas
- The Rim Golf Club
- National Bank of Arizona
- AIR Health
- Mission Point Resort
- Heidi Boutique
- Silverhawk Private Wealth
- Brown Family Communities
- Intelliquick Delivery
- Border Construction

REFERENCES

Pleased to provide upon request.

PROFESSIONAL EXPERIENCE CONTINUED

Interactive Sites - Scottsdale, Arizona

JAN 2011 - JAN 2012

Account Manager

- Managed client relationships, collaborating with internal and external stakeholders to deliver initiatives within precise timeline and budget.
- Fully managed the development and launch of 10 large resort websites in one year. Devised social integration solution with booking application, saving client time and growing revenue.
- Preferred account manager for hospitality client, trusted to execute multiple initiatives simultaneously with outstanding attention to detail.

Commit Agency - Chandler, Arizona

JAN 2007 - JAN 2011

Senior Account Executive, promoted from AE

- Managed client/agency relationship for 12 national and local accounts simultaneously, each with 2-20+ concurrent projects. Designed complex timelines, consistently met deadlines and trusted by clients to recommend and manage marketing budgets.
- Chosen to launch a new division of the company. Devised strategies and framework, managed high profile accounts and developed successful, multi-channel campaign elements within \$500,000 marketing budget.
- Became the agency's analytics AE, specializing in interpreting data analytics to make marketing strategy evaluations and recommendations. Helped clients make sense of customer data, informing audience, budget and channel decisions toward success.

The Martz Agency - Scottsdale, Arizona

JUNE 2005 - JAN 2007

Senior Account Executive, promoted from AE

- Cultivated relationships with local and national clients. Collaborated with internal creative and public relations departments, executives and vendors to solve complex challenges and execute marketing plans accordingly.
- Independently managed large scale video project for national homebuilder. Included 10 days shooting in Dallas, Sacramento and Phoenix. Solely managed timelines, a crew of seven, 47 professional talent, 60 hours of editing, props, wardrobe and staging. Met client expectations while solving unexpected challenges on location due to talent, outdoor lighting and weather (snow in Dallas!).

The Producers, Inc. - Phoenix, Arizona

MAY 2004 - JUNE 2005

Account Assistant

STRENGTHS

- Equal parts macro and micro thinker
- Able to cultivate excellent relationships
- Excellent written & verbal communication
- Outstanding organization & efficiency
- Meticulous attention to detail
- Professional, ethical & reliable