

## Connect



616.848.1364



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Holland, Michigan



www.karinmatthews.com

## Skills

### Growth Marketing

- Paid search / SEM
- Display / programmatic
- Social media
- Video / OTT
- SEO and CRO

### Lifecycle Marketing

- Email
- SMS / MMS
- Push notes and in-app
- Loyalty programs
- Referral programs
- Experiential programs

### Content and Creative

- Campaigns
- Copywriting
- Graphic design

### Business and Leadership

- Team building
- Vendor management
- Budget management
- Executive presentations
- Data visualization

### Software and Tools

- Google Suite
- Meta (Facebook)
- CDP / CRM: Blueshift, Salesforce, Mailchimp
- BrightEdge
- Adobe Creative Suite
- Canva

# Karin Matthews

## Award-winning Senior Leader • Digital Marketing Marketing Operations • Insights and Analytics

Highly analytical, creative, and business-minded marketer—combining passion, strategy, and a love of learning to consistently deliver results. Strong, empathetic leader with a proven track record of building and coaching high-performing teams.

## Professional Experience

### National Veterinary Associates (NVA) | Agoura Hills, CA (Remote)

Director, Digital Marketing and Communications | 03.23 – Present

Senior Manager, Digital Marketing and Communications | 04.22 – 03.23

- Craft and lead integrated marketing strategy for a high-growth portfolio of 150+ pet resorts, working cross-functionally in a fast-paced startup environment to drive customer acquisition and retention across business verticals of boarding, daycare, grooming, training, and retail
- Rebuilt national campaigns and communications strategy and roadmap to focus on full-funnel customer journey and conversion, resulting in consecutive YOY improvements in customer acquisition cost (CAC), engagement, and other KPIs
  - **374%** increase in leads generated
  - **-45%** lower CPA (cost per acquisition)
  - **33%** increase in engagement
- Established processes and tools to implement strategies across paid, earned, and owned channels in a scalable and efficient way
- Built marketing analytics and reporting function to inform business decisions, demonstrate growth, and show impact of campaigns and promotions
- Led marketing team reorganization—hired and onboarded new roles, and regularly coach and develop all marketing team members
- Collaborate closely with the creative team to ensure each of 40+ brands come to life properly across all touch points
- Manage large, complex marketing budgets and optimize spend to maximize ROI
- Develop and maintain robust test-and-learn plan, including new channels, tactics, audience targeting, and A/B variants
- Partner with operations leaders and field teams to develop and roll out turnkey plans and playbooks to address regional and local business challenges

### The Taubman Company | Bloomfield Hills, MI

Senior Manager, Digital Marketing | 09.20 – 04.22

Manager, Digital Marketing | 01.19 – 09.20

- Established and led best-in-class, data-driven digital marketing function for 20+ premier malls and shopping centers across the U.S.
- Partnered with IT to design and build out the full MarTech stack and omnichannel customer experience strategy
- Built and scaled paid media program, growing investment **+300%** over 2 years through demonstrated results driving leads, foot traffic, and revenue

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## Honors

- *We Drive Impact Award*  
National Veterinary Associates, 2023
- Featured speaker:  
*Connecting with Customers in an Everchanging Environment*  
Blueshift, 2021
- *2021 Leadership Academy*  
Crain's Detroit Business
- *Google Ads Certifications:*  
Search, Display, and Video  
Google, 2021, 2020
- *Becoming an AI Marketer*  
Blueshift, 2020
- *Invaluable Leader Award*  
Taubman, 2020
- *Spirit of Innovation Award*  
Taubman, 2016
- *You're A Star Award*  
Taubman, 2015
- *Awards of Excellence in Marketing and Media*  
Association for Publication Excellence, 2011, 2010, 2008

## Education

**Central Michigan University**  
Mt Pleasant, MI | 08.02-05.06

- *Centralis Scholar:* 4-year full ride academic scholarship
- Bachelor of Applied Arts

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Senior Leader • Digital Marketing • Marketing Operations • Analytics

## The Taubman Company | continued from page 1

- Partnered with executive leadership to develop and launch monetization strategy for digital assets
- Led customer loyalty and VIP programs, including go-to-market strategies, creative development, coordination with field teams, and measurement—surpassed goal of **1,000** members in 60 days
- Restructured digital marketing team to better align with business needs and team strengths, resulting in significantly improved efficiency and morale
- Founded and led cross-functional content committee, ensuring brand excellence, channel best practices, and streamlined workflows
- Responsible for digital marketing budget, contracts, and tools

*Senior Specialist, Digital Marketing* | 09.16 – 01.19

*Specialist, Digital Marketing* | 10.14 – 09.16

- Partnered with the leasing, sponsorship, finance, and field teams to develop and execute digital marketing campaigns to drive local sales for focus properties and tenants, including Louis Vuitton, Tiffany & Co., lululemon, Crate & Barrel, Sea Life Aquarium, Apple, H&M, and many more
- Led centralized email marketing program for all properties, including content, design, deployment, list management, and deliverability
- Managed content, functionality, performance, and SEO for 20+ local websites
- Key member of CFT responsible for developing and rolling out industry-leading holiday program, Santa's Flight Academy—interactive on-site experience, proprietary online registration experience, and personalized pre- and post-visit communications and touch points

*Marketing and Sponsorship Coordinator* | 08.13 – 10.14

- Planned and executed marketing and sponsorship activities to drive foot traffic and sales for The Mall at Partridge Creek
- Promoted mall and tenant offers and special events
- Led tenant relations function, including developing presentations, newsletters, incentive programs, and other communications

**Advanced Plumbing** | Waterford, MI

*Marketing Consultant* | 09.19 – 01.20

**Crain Communications** | Detroit, MI

*Sales Promotion Manager* | 09.12 – 08.13

**BNP Media** | Troy, MI

*Senior Events Marketing Manager* | 10.11 – 09.12

*Interactive Marketing Manager* | 10.10 – 10.11

*Marketing and Promotions Manager* | 02.07 – 10.10

**Frontline Marketing Group** | Clarkston, MI

*Production Coordinator* | 05.06 – 02.07

**Detroit Zoological Society** | Royal Oak, MI

*Marketing and Events Intern* | 05.05 – 04.06