

Matt Eyman

DIGITAL MARKETER

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PROFILE

Holistic marketing professional with a passion for earned media, experiential marketing, and content creation across all channels. Skilled in social media analytics, email marketing, and influencer relations. Veteran community manager and small business advocate. A true believer in collaboration and wearing many hats.

SKILLS

Community & Client Relations
Project Lifecycle Management
Content Creation & Curation
Hootsuite
Loomly
Wordpress
Mailchimp
Canva
MS Office
Google Workplace
Google Suite

EXPERIENCE

Director of Community Marketing | Yelp

OCT 2014 - MAR 2021, PORTLAND, OR

- Took over an established signature market and grew the core community of engaged superusers (Yelp Elites) by 170%
- Composed/curated a weekly newsletter with a distribution of approximately 150,000 and an average ad buy of \$15k
- Led team responsible for pitching, planning, and executing approximately 50 influencer events per year
- Spearheaded diversity campaigns within both the business owner and Yelp contributor communities
- Acted as point of contact for local tourism boards, chambers, and business associations

Senior Community Manager | Yelp

DEC 2011 - OCT 2014, KANSAS CITY, MO

- Managed media and community relations via private speaking engagements and TV, radio, and podcast appearances
- Independently conceived, pitched, and executed approximately 25 influencer events per year
- Managed local market's Facebook, Instagram & Twitter presences
- Wrote for and served as an editor for Yelpblog.com

EDUCATION & CERTIFICATIONS

BrainStation | Diploma Candidate, Digital Marketing

SEPT 2021 - DEC 2021, ONTARIO, CA

Facebook | Certified Community Manager

AUG 2021

University of Kansas | Bachelors in Strategic Communications

AUG 1999 - MAY 2004, LAWRENCE, KS

PROJECTS

Yelp | Community Marketing Director

[Event Marketing](#) • [Content Marketing](#)

Please inquire for additional resources and asset examples.

BrainStation | Digital Marketing Student

Capstone Project: For the experiential tourism company [Modern Adventure](#), develop a comprehensive marketing plan that inspires new audiences to plan post-COVID adventure travel.

Anticipated completion date: DEC 2021