



# MATTHEW ROBLIN

DIGITAL MARKETING  
PROFESSIONAL

## PROFILE SUMMARY

I am an MBA student on my way to becoming a digital marketing professional. I'm well-versed on many topics in the field. On the side, I am also a part of a peer review group led by expert mentors to aid me in my journey of digital marketing. I love sharing ideas or solutions to others, naturally taking on the "consultant" role. I get energy when around people, foster collaboration, and I also work well individually.

I am looking to join a forward-thinking team that has a personal touch to what they do, room to learn and grow, and where my skills and traits can flourish.

## PROFESSIONAL SKILLS

- Marketing
- Wordpress web design
- Copywriting
- Facebook Ads management
- Google Adwords
- SEO and Google Analytics
- Competitive Analysis
- Client acquisition

## CONTACT

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## WORK SUMMARY

### Web Design, Marketing and Consulting

Freelance | 2015-present

- Designed several websites for small businesses and project sites.
- Implemented SEO strategies and Google Analytics to increase traffic and conversion rates.
- Currently managing Facebook Ad campaigns for a local business with focus on lead generation, tracking campaign effectiveness and adjusting strategies.
- Gathering market and customer information, working closely with client to meet their business goals and building rapport.

### Travel Management and Events Assistant

United Nations University | July-Oct 2015 and May-Oct 2018,  
Helsinki, Finland

- Responsible for communication and managing of over 100 travel accounts for UNU-WIDER'S international conference event for economic research and development.
- Resolved cases with changes/issues, and collected data for reporting.
- In addition, I took leadership for the role to source and arrange (within a given budget) to provide all music entertainment for the conference event, which was a major added value to the event.

### Project Coordinator Assistant Intern

Toolbox-Travel Marketing & Consulting | Sept 2016 – March  
2017, Helsinki, Finland

- Assisted in organisation of MeetFinland travel trade show b2b workshop event.
- Responsible for communication between suppliers and buyers and promotion of destination packages.
- Collected stakeholder information and reported directly to CEO

## EDUCATION

### University of Jyväskylä

MBA, Degree programme in Digital Marketing & Corporate  
Communication | Sept 2017 - expected graduation 2020

- **Highlighted projects:** Google Marketing Challenge - a team project to manage \$10,000 worth of Ad spend provided by Google, to an assigned non-profit organisation. From strategy, creation of ads, to client consulting and reporting.
- **Highlighted project:** CRM case strategy for client: E.Ahlström

### Haaga-Helia University of Applied Sciences

Bachelor of Tourism, 2013-2017

- **Bachelor's thesis:** Digital Marketing in the Travel & Tourism Industry
- **Highlighted project:** Brand image research project for St.Peterline

## KEY TRAITS & VALUES

- Honesty and integrity
- Curious and observant
- Creative and dynamic
- Collaborative and diplomatic
- Positive and highly self-motivated
- Customer focused and commercially minded
- Entrepreneurial minded
- Strong communicator and listener
- Analytical
- inventive

