

Matty Sayer

gday@mattysayer.com

linkedin.com/in/mattysayer

mattysayer.com

+1 (628) 502 4211

Experience

Operations, Product Marketing and Growth Manager

Sydney, Australia

CSIRO Data61 – Ribit

October 2016 > Present

- Responsible for awareness, outreach, acquiring and retaining student and business users.
- Bridged communication between engineering and marketing / events teams regarding technical improvements, process innovation, streamlining, automation, feature requests, bugs, roadmaps and non-technical user requirements.
- Product managed internal engineering team and external UX / UI design agency as SCRUM Master with regular reporting to senior management on progress and updates.
- Managed marketing website and application redesign and redevelopment with a refreshed UX and UI, improved application speeds and feature usability (go live end of November).
- Established and maintained relationships with more than 20 university careers teams and career development program representatives which positioned Ribit as a trusted external provider and channel partner to more than 50,000 students.
- Physical representation at more than 40 careers fairs, 10 business trade shows, 22 speed networking events, 14 mentorship programs, 26 panels and speaking engagements, and ran 8 workshops.
- Developed and managed all automated transactional and behavioural email campaigns, drip marketing workflows and two-week newsletter cycles to re-engage and progress further activation of users.
- Improved user onboarding and profile completion rates by 30% through transactional and drip marketing campaigns.
- Ran all paid advertising campaigns across Google, Facebook, Instagram and LinkedIn resulting in a \$3.50 CAC.
- Analysed user behaviours and analytics to improve usability and user experience.
- Designed and developed newsletter templates which increased student engagement, raised job applications by 25% and improved event registrations by 40%.
- Rolled out national student society partnership program with 20 signed partnership agreements and an additional marketing reach of around 10,000 targeted STEM students.
- Streamlined event communications through templating and email automation resulting in a 75% decrease in time allocation by the events team.
- Designed national student ambassador program with on-campus representation to improve awareness and acquisition in cities which we had a lower market penetration.
- Facilitated relationships and communications with external social media marketing agency to automate and increase channel reach and in-bound business development leads.

Incubator and Accelerator Program Officer

Sydney, Australia

University of Technology Sydney – Innovation and Entrepreneurship

November 2015 > July 2016

- Implemented email marketing and communication through MailChimp and built a list of more than 1,000 students within the first year of the UTS Hatchery program.
- Coordinated external guest speaker events and workshops for student upskilling and as an acquisition channel for future students.
- Mentored and coached student cohort in lean startup and design thinking methodologies.
- Streamlined existing processes around onboarding, acceptance and program participation.
- Scoping, user interviewing and project management of the 'UTS Skill Exchange' student skills matching platform.
- Scoping and supported the launch of the UTS Hatchery+ Accelerator program, providing mentoring and coaching to student founded companies including Psykinetic, MyInterview and GetFoodi.

Education

Bachelor of Business (Major: Marketing) and Bachelor of Science in Information Technology (Major: Business Information Systems Management)

Sydney, Australia

February 2011 > November 2015

University of Technology Sydney

- President of Entrepreneurial Society
- Pilot cohort of UTS Hatchery incubator program

Growth Marketing Course

Sydney, Australia

Academy Xi

January 2017 > April 2017

- Trained in Google Analytics, Google Ads, Google Tag Manager, WordPress, Facebook Ads, Instagram Ads, Segment, MixPanel, Heap Analytics, Intercom, Drift, Hotjar, Instapage, Moz, Ubersuggest, MailChimp and Drip.
- Since completing the course, I have upskilled in LinkedIn Ads, Vero, Autopilot and Asana.

Certificate of Registration (Real Estate)

Sydney, Australia

Real Estate Institution of New South Wales

October 2017

Attributes

- Data-driven approach to marketing and growth
- Perfectionism and attention to detail
- Relaxed nature while working under pressure
- Collaborative team player and natural group leader
- Strong planning and organisation abilities
- Empathy and understanding of users and customers
- Intuition for high quality products and services
- Creativity and ability to solve with outside of the box thinking