

# Matt Shepherd

matt@theshepherds.org | 647.471.6714 | marketing & design specialist - Kingston, Ontario

## SUMMARY

Marketing manager with branding and design skills, including 10 years of agency experience. Creative, tech-savvy, data-inspired, and results-driven.

*A mindful marketer.*

## STRENGTHS

- Teamwork, adaptability
- Innovation, creativity
- Planning, analysis
- Skills, experience
- Mindfulness, compassion

## BLOG

<https://ninjas.digital>

## EDUCATION

**Toronto Metropolitan University**  
Toronto, Canada

## HIGHLIGHTS

**The Toronto Star**  
*Best Home Office Winner*

**AM640 Mass Media Show**  
*Host & Marketing Manager*

**The Marshall McLuhan Institute**  
*Board Member*

## EXPERIENCE

### Marketing & Design Manager

*TITIKA Active - 5 years*

Canadian-owned women's athleisure brand. *Shopify* in NA & Hong Kong, *Tmall* in China. Huge catalog, multiple inventory locations, extensive promotion & rewards cycles.

- Websites, online ads, promos, influencers, PR, SEO & social media
- ROAS +2.2 to +7.9 (10%-395% above industry standard)
- 1,250+ email campaigns @ 800% ROI (\$1.2M NET)
- +330% customer acquisition growth: Canada, USA & Hong Kong
- +10,000 images curated; maintained style & branding guidelines
- Created first AI guidelines for asset creation & market research

### Marketing & Promotions Manager

*DN Media Group - 7 years*

Client industries included SaaS, B2B, IT, hospitality, finance, real estate, healthcare, government, e-commerce, entertainment, tourism, non-profit & manufacturing.

- 50+ clients in diverse industries
- 100% page one SERPs via SEO strategies
- 30% overhead reduction in lead generation & rewards programs
- +18% retention in training & rewards systems
- Managed partnership, influencer & collab campaigns

### Marketing & Ad Manager

*Church & Dwight Canada Corp. (agency of record) - 6 years*

Marketing campaigns for leading brands in packaged goods, OTC, media & technology, hospitality, travel tourism.

- Partner in Toronto's first digital agency targeting national brands
- 27 brands including A&H, SpinBrush, Hill's, Crest, Trojan, Graval & Intel
- Campaigns for Stan Lee Media, TorStar, LCL, Rotary & PepsiCo
- Consistent 5% annual growth for CPG & OTC brands
- Managed social media & online ad accounts