

Matty Bittaye

Marketing Specialist | Strategic Planning | Data Analysis | Team Leadership

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CAREER SUMMARY

Results-oriented marketing professional with a solid background in crafting and executing strategic marketing campaigns. Proficient in leveraging data-driven insights to optimize web pages and outbound messaging campaigns (Email and In-Product messaging). Adept at analyzing market trends and customer behavior to optimize campaigns and enhance user experiences. Skilled in collaborating with cross-functional teams to create and maintain assets that reach millions of customers annually. Equipped with problem-solving, time management, and interpersonal skills necessary to drive company mission and goals.

NOTABLE HIGHLIGHTS

- ✓ Implemented and optimized effective customer retention strategies resulting in a notable increase in customer lifetime value and satisfaction.
- ✓ Improved communication strategies to maintain regular and meaningful engagement with customers, enhancing their overall experience and reducing attrition rates.
- ✓ Streamlined processes, procured supplies at a reasonable price, analyzed expenses, and implemented cost-effective strategies to slash operational costs.

KEY STRENGTHENS

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|-------------------------------------|--------------------------------|----------------------------------|
| • Project Management | • Self – Motivated | • Relationship Building |
| • Funnel Optimization | • Issues Diagnoses | • Regulatory Compliance |
| • Campaigns Monitoring | • Customer Satisfaction | • Excellent Communication |
| • Digital Marketing Strategy | • Timelines Management | • Team Training & Leadership |
| • Qualitative/Quantitative Research | • Documentation & Presentation | • Cross-Functional Collaboration |

PROFESSIONAL EXPERIENCE

Star Quality Styles Arlington, TX	2014 – 2022
Managing Partner	

Administered day-to-day operations, developed and executed strategic plans and initiatives, directed 20-members team, tracked key performance indicators, and maximized departmental productivity. Identified growth opportunities, cultivated business relationships, and steered the company toward growth, success, and sustainability.

- **Devised high-impact** digital marketing strategies to promote the brand and increased online presence.
- **Designed and executed** email marketing campaigns to nurture leads, maintained customer engagement, and promoted products and services.
- **Utilized data analytics tools** to assess campaign performance, consumer behavior, and other relevant metrics to refine marketing strategies and achieved business objectives.
- **Managed financial aspects of the business**, including budgeting, financial reporting, cash flow management, and financial analysis to drive profitability.
- **Engaged with clients**, maintained client relationships, addressed concerns, and ensured a high level of client satisfaction through excellent service and communication.

- **Generated business reports**, maintained documentation, stayed informed on evolving consumer needs and market trends, and upheld quality standards.

University of Texas at Arlington | Arlington, TX

Jan 2021 – May 2021

Marketing Strategy Simulation

Simulated real-world marketing scenarios and strategies, and mimicked market dynamics, consumer behavior, and other factors relevant to marketing. Launched products, set prices, designed marketing campaigns, made business decisions and observed the outcomes.

- **Spearheaded the strategic launch** of a new product by leading a collaborative team effort, leveraging comprehensive market analysis for maximum impact.
- **Pioneered data-driven decision-making**, focusing on long-term profitability and market resilience in an ever-evolving competitive landscape.
- **Directed brand strategy** for a key business unit, making critical determinations in pricing, promotions, advertising, and sales force deployment.
- **Conducted in-depth SWOT analysis** and utilized PharmaSim software to refine margin strategies, optimizing retail and wholesale pricing as well as the cost of goods sold.

Gambia Civil Aviation Authority | Yundum, Gambia

June 2005 – July 2010

Marketing Officer

Promoted the authority's services, projects, and initiatives. Conducted market research, created marketing plans, developed promotional materials, coordinated advertising campaigns, and organized events to enhance brand visibility and engagement. Built and sustained productive relationships with stakeholders to ensure a strong market presence.

- **Negotiated and secured marketing partnerships** with leading airlines, resulting in a 15% growth in passengers and a 12% increase in flight bookings at the Gambia Civil Aviation Authority-operated airport.
- **Created and implemented** digital marketing strategies that resulted in a 30% surge in website traffic and a 20% improvement in online engagement.
- **Implemented targeted email marketing campaigns** that achieved a 15% higher open rate and a 10% increase in click-through rates compared to previous campaigns.
- **Led a social media initiative** that expanded the authority's online presence, resulting in a 25% growth in social media followers and a 40% increase in engagement within six months.
- **Conducted market research** and competitor analysis, leading to the identification of new market segments.

EDUCATION & CREDENTIALS

MBA | The University of Texas at Arlington | 2020 – Expected Dec 2024

BS in Management (Minor Marketing) | University of the Gambia | Jun 2007

FINA 5311-Financial Management | MANA 5360 Leadership and Teams | OPMA 5361 - Operations Management

ACCT 5307 - Measurement and Analysis for Business Decision-Making

COMPUTER SKILLS

Proficient user of Microsoft Excel, MS Word, MS PowerPoint, MS Access, PharmaSim