

MATTHEW VOGELE

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PROFILE

Marketing Director with a passion for pairing content and performance marketing through digital marketing. Extensive experience in B2C corporate retail. Well versed in digital marketing, including SEM, display, local listings, social media, and digital reputation. Skilled in team building and marketing strategy. Strong management and leadership abilities.

AREAS OF EXPERTISE

- Social Media (Paid and Organic)
 - Local Listings Management
 - Digital Marketing
 - Influencer Marketing
 - Budgeting and Forecasting
 - Performance Marketing
 - Team Building & MGMT
 - Marketing Strategy
 - Agency Management
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PROFESSIONAL EXPERIENCE

ASHLEY HOMESTORE, TAMPA, FLORIDA (SEPTEMBER '21 – PRESENT)

SENIOR DIRECTOR, ENGAGEMENT MARKETING:

Drive full funnel marketing programs for Ashley HomeStore

- Manage all digital performance marketing (SEM / Native / Display / Video / Social)
- Email / Lead Gen / Push Notifications
- Agency Management
- Influencer management
- Management of 20 direct reports
- Frequent presentations to C level executives

ASHLEY HOMESTORE, TAMPA, FLORIDA (JUNE '18 – SEPTEMBER '21)

DIRECTOR, SOCIAL MEDIA AND CONTENT:

Drive organic and paid social media strategy for all national channels.

- Inhouse paid and organic social strategy and execution
- Direct communication with major social channels (facebook / instagram, pinterest, snapchat and twitter)
- Budget allocation and kpi development
- Strategic partnerships
- Influencer management
- Management of 11 direct reports

ASHLEY HOME STORE, TAMPA, FLORIDA (JANUARY '17 – JUNE '18)

SENIOR MANAGER, SOCIAL MEDIA AND CONTENT:

Drive organic and paid social media strategy for all national channels.

- Paid and Organic social strategy and execution
- Direct communication with major social channels (Facebook / Instagram, Pinterest, Snapchat and Twitter)
- Budget Allocation and KPI development
- Strategic Partnerships
- Management of 7 direct reports
- Frequent presentations to C level executives

ASHLEY HOME STORE, TAMPA, FLORIDA (OCTOBER, 2014 - 2017)

DIGITAL MARKETING MANAGER:

Handpicked to implement and launch the marketing strategy for Ashley Furniture's first eCommerce site.

- Created and implemented the Digital Reputation Management program.
- Built in-house paid social program and social media team.
- Created and implemented the Social Customer service process and the influencer marketing program.
- Built the foundation for employee advocacy program.
- Established SEM, display, and eMail for eCommerce.
- Trained licensees on social media topics; local listings, store detail page management, digital reputation management.
- Management of Social Media agency and team.
- Management of budget, strategy and daily execution.
- Management of social listening platform.
- Management of local listings and on-site store detail pages (500+ locations).

- Manager and mentor of interns in the eCommerce department.

EDUCATION

- Bachelors of Arts in Business Administration; International Business and Spanish At Ashland University, Dauch College of Business, College of Arts and Sciences (2007 - 2011)
- Lakota West High School - Honors Graduate (2003 - 2007)

HONORS & RECOGNITION

- Featured on Facebook Business success stories for store visits campaign utilizing collection ad formats. <https://www.facebook.com/business/success/ashley-homestore>
- Viral Video Zach King, integrated our product and app marketing into Zach Kings number one viewed YouTube video, "Furniture Illusions"
- Direct recognition from CEO Todd Wanek for work with Pinterest Pinsider day for being growth-focused and customer Centric
- Imaginative Award (Luxottica) for streamlining and automating several reports that saved time and made room for insight and analysis and strategy

INTERESTS AND ACTIVITIES

- Father of two beautiful girls (2 and 3 years old)
- 10 time Division 2 Swimming All-American
- College swim team captain – team ranked top 10 in the nation (2011)
- Google Certified Photographer
- International travel & culture
- Outdoor activities
- Athletics: Swimming, Running, Triathlons and Rock Climbing

COMMUNITY INVOLVEMENT

- Hope to Dream Ashley Furniture (2014 – Present)
- Swim coach and private lessons instructor (2007- Present)
- Special Olympics Coach (2007-2011)
- Onesight Volunteer (Luxottica); vision screenings, fundraisers (2012-2013)
- Darfur fundraiser (2006-2007)