

Matt Sandy

Marketing & Media Professional

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Accomplished, results-driven professional with 15+ years of experience in leading comprehensive marketing and media management strategies and blending innovative techniques with analytical approaches to drive brand growth and market share in fast-paced environments.

Track record of developing and executing multi-channel campaigns and leveraging digital transformation to enhance customer engagement and retention. Adept at leading cross-functional teams while fostering collaboration between sales, marketing, and product development teams to achieve business goals. Demonstrated success in using data-driven insights to inform strategic decisions, optimize marketing spend, and deliver on key performance indicators. Influential communicator and creative problem-solver, committed to enhancing brand visibility and forging strong customer relationships.

Areas of Expertise

- Strategic Marketing Planning
- Brand Development & Management
- Digital Marketing Campaigns
- Market Research & Analysis
- Product Launch & Positioning
- Content Marketing Strategy
- Social Media Engagement
- Business Development
- Analytics & Performance Measurement
- Partnerships & Contract Negotiations
- Cross-Functional Team Leadership
- Budget Management & ROI Optimization

Professional Experience

Great Divide Brewing Co., Denver, CO Marketing Manager

2018 — 2023

Spearheaded cross-functional collaborations with production, sales, logistics, distribution, finance, and executive teams, enhancing stakeholder engagement to drive business goals and stabilize market position amidst downturn in craft beer industry. Led strategy for social media and newsletters, leveraging analytics to inform content creation and campaign performance, resulting in heightened brand recognition. Crafted and executed communication plans to boost public relations efforts. Built and maintained relationships with media outlets to secure positive brand coverage, serving as primary brand spokesperson across various media platforms.

Key Contributions:

- Managed marketing, private events, and retail teams, along with external advertising and design agencies, to achieve \$12M in annual sales across 25 states and eight countries, demonstrating effective leadership and strategic planning.
- Elevated digital marketing efforts, increasing brand awareness and audience engagement by over 20%.
- Launched 40+ products, overseeing entire product lifecycle from concept to market entry, including executing robust go-to-market strategies and monitoring success metrics, contributing to brand's market presence.
- Initiated Beach Milk Project, highly exclusive brewery side-project, showcasing innovative project management and market differentiation strategies.
- Administered \$300K+ annual budget for sponsorships and partnerships, including negotiating and securing key collaborations (e.g., Denver Zoo, Jameson, Mile High United Way) enhancing brand visibility and community engagement.
- Steered 30-year-old legacy brand with comprehensive brand strategy that included brand refresh and dynamic marketing campaigns, leveraging consumer insights and market trends to ensure sustained relevance and competitiveness.

Great Divide Brewing Co., Denver, CO Events & Partnerships Coordinator

2017 — 2018

Fostered relationships with external parties as primary liaison, enhancing company reputation and facilitating successful collaborations for improved stakeholder satisfaction and expanded business network. Managed corporate giving programs, ensuring alignment with company ethos and mission, while cultivating mutually beneficial relationships for strengthened brand integrity and increased community engagement. Participated in events and festivals, ensured accurate brand representation, and maximized exposure, leading to elevated brand visibility and fostering positive public perception.

Key Contributions:

- Pioneered comprehensive event strategies from pre-event planning through post-event follow-up for large-scale sponsorships, driving significant brand engagement and loyalty among audience of 100K+ attendees, solidifying market presence.
- Cultivated interactive online and offline community, engaging deeply with fans, followers, and partners to significantly boost online engagement metrics and strengthen community bonds, resulting in robust and loyal brand following.
- Directed strategic corporate gifting initiative with investment exceeding \$1M, forging impactful partnerships with nonprofit organizations, which enhanced brand reputation through measurable community support and showcased commitment to corporate social responsibility.
- Empowered and led dynamic team of 8-10 brand ambassadors with enriched product and brand history knowledge, elevating brand awareness and improving public perception through expert representation in person and on social media platforms.

Examiner.com/AXS.com, Denver, CO
Director of Content

2011 – 2016

Managed large contributor base for top-25 most trafficked website creating incentive-based programs to boost publishing rates and freelancer motivation, tracking and analyzing contributor performance and traffic data, which optimized content quantity and quality while fostering more engaged contributor community. Facilitated cross-departmental collaboration to improve overall contributor and audience experience, leading to increased satisfaction and loyalty, which contributed to stronger brand reputation and community growth.

Key Contributions:

- Orchestrated contributor base management for 10K+ freelance writers, improving key performance indicators related to web/mobile traffic, referring domains (social, search, and direct), article production, and engagement of unique contributors, resulting in enhanced site visibility and user interaction.
- Streamlined operations by leading internal team of 15 across various business verticals, boosting cross-departmental collaboration and efficiency, which enhanced content quality and operational agility.
- Curated editorial calendars and content strategies around topical and evergreen themes, successfully increasing audience engagement and content relevancy, which expanded site's reach and reader base.
- Pioneered launch of AXS.com content platform to synergize with AXS.com ticket purchasing platform, broadening brand's digital ecosystem and driving increased traffic and sales through content-commerce integration.

Additional Experience

Consultant, Writer & Editor: Work has appeared on/in *Philadelphia Inquirer*, *The Morning Call*, *Bucks County Herald*, *The Intelligencer*, *Paste Magazine*, *Metromix/9News.com*, among others.

Education

Bachelor of Arts in English

University of Vermont - Burlington, VT

Complete Data Analytics Course in Excel, Udemy, 2023

Adobe Premiere Pro CC Masterclass: Video Editing in Premiere, Udemy, 2023

Inclusive Leadership: Working with Equity and Diversity, Udemy, 2023

Professional Affiliations

Founder, Board Member & Secretary, Denver Pale Ale Foundation, 2022 - 2023

Marketing & Events Committee Member, Colorado Brewers Guild, 2022 - 2023

Social Media & Public Relations Chair, Young Professionals Alzheimer's Association of Colorado Board of Directors, 2014 - 2016