MATT SANDY

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**Creative Brand Strategist and marketing generalist**

Marketing and brand strategy professional with extensive experience in brand identity, partnerships, go-to-market leadership and event management. Established and led a successful brand strategy consultancy, delivering tailored marketing solutions that enhanced client engagement, elevated brand presence and achieved revenue targets. Proven expertise in leading marketing operations for a legacy brand, guiding company through a comprehensive brand refresh and overseeing all facets of marketing/brand strategy. Adept at crafting and steering brand narratives that captivate audiences, leveraging digital marketing, social media strategy and public relations to boost visibility and market impact.

**Areas of Expertise:**

Brand Strategy | Consistency | Positioning |Storytelling

Strategic Partnerships | Brand Collaboration | Brand Ambassador/Influencer Program Management

Sponsorship Valuation & Acquisition | Social Media Strategy | Digital Marketing | PR & Comms | Copywriting

New Product Development & GTM Strategy | Experiential Marketing | Event Management | Microsoft & Adobe Suites

**Professional Experience**

NOT WITHOUT BRAND STRATEGY, Denver, CO 2024 – Current

**Owner & Chief Strategist**

Assisted clients in achieving their strategic objectives by leading brand identity development, conducting comprehensive market research and competitive analysis, formulating positioning through differentiation and value propositions and creating detailed brand strategy roadmaps. Optimized client resource allocation to ensure efficiency, while identifying and addressing any resource gaps as needed.

***Areas of impact:***

* **Brand Strategy**
	+ Assisted clients in developing comprehensive marketing strategies, providing direction for brand positioning and growth. Extrapolated key value points from products and services to establish a compelling Unique Selling Proposition.
	+ Performed thorough brand audits and provided customized recommendations and guided implementation for targeted brand refreshes, expansions and/or reorganizing, ensuring alignment with available brand resources and budget constraints.
	+ Developed and executed successful PR campaigns, social media programming, event/activation planning and multimedia content creation (photography/videography). Identified marketing gaps and opportunities, enabling clients to optimize their marketing presence and enhance overall impact.
* **Partnerships/Business Development:**
	+ Implemented sponsorship valuation and acquisition strategies for a well-established nonprofit 5K event, attracting 800-1,000 participants in its 7th year. Grew partnerships and top-line revenue, with stakeholders praising the strategic vision and execution that led to expanded event impact.
	+ Elevated event sponsorship value for Registered Neighborhood Association (RNO) by critically assessing and optimizing sponsorship decks, which subsequently enabled sponsorship acquisition for distinct events. Helped organization hit revenue goals through the recruitment of corporate, local and public sponsorships, ensuring viability for future events.
	+ Guided the strategic planning for introducing a 5K Walk/Run to a longstanding Denver event by contributing to feasibility analysis, event ideation and marketing and PR strategy development; the analysis influenced the decision to launch the event in 2026 to maximize community engagement potential.

GREAT DIVIDE BREWING CO., Denver, CO 2017 – 2023

**Marketing Manager (2018 – 2023)**

Led marketing strategy pivotal in defining the company’s market positioning and brand identity; analyzed market trends and customer needs, as well as created marketing initiatives that communicated the brand’s values and unique selling propositions. Served as spokesperson and handled PR, shaping public perceptions and maintaining trust with consumers and stakeholders.

* Orchestrated a multifaceted marketing strategy, as well as leveraged strategic partnerships, product launches and targeted digital campaigns to drive revenue growth and achieve $12M in annual sales across 25 states and eight countries.
* Rebranded a 30-year-old legacy brand by devising and implementing a unique strategy, utilizing marketing analytics and data to reposition the brand for enhanced market relevance and competitive edge.
* Positively influenced brand perception, drove awareness, and deepened community engagement by securing and managing partnerships with Mile High United Way, Denver Zoo and Jameson, among others.
* Led a Brand Ambassador program that expanded brand reach and customer engagement through a team of 8-10 influencers; the program incentivized brand evangelists, optimized community relations and sustained market growth.
* Expanded digital marketing scope to target new demographics; implemented effective strategies and content marketing that boosted brand awareness and increased audience engagement by 20%.
* Applied project management and unique market differentiation strategies to bring 40+ products to market and launch Beach Milk Project, a premium, limited-edition line under the brewery’s portfolio, focusing on captivating niche segments and enhancing brand prestige.
* Oversaw and motivated a diverse, multi-generational team including Gen Z; strategically adapted management strategies to boost engagement and productivity.

**Events & Partnerships Coordinator (2017 – 2018)**

Elevated brand’s market reputation by overseeing end-to-end management of major consumer events and sponsorships from strategic planning through execution and follow-up. Managed a significant budget and exercised full discretion in strategic financial decisions to optimize outcomes.

* Contributed to enhancing community footprint and solidifying commitment to corporate social responsibility by overseeing a high-impact corporate gifting campaign exceeding $1M in budget and forming pivotal partnerships with nonprofits.
* Founded and served on board of company-led 501c3 that supported Colorado-based nonprofits and initiatives.

EXAMINER.COM/AXS.COM, Denver, CO 2011 – 2016

**Director of Content**

Led content strategy for a top-25 most-trafficked website globally, with ~100K contributors; implemented creative incentive programs that surged publishing rates, generated millions of page views daily and motivated a large freelance network, increasing both content volume and quality.

* Drove AXS.com’s digital expansion by launching a new content platform that linked with the existing ticket sales system; boosted both site traffic and sales revenue through data-driven content-commerce alignment.
* Oversaw 100K+ freelance writer network, implemented SEO strategies, and optimized content distribution across various channels which boosted web traffic, as well as improved engagement metrics across social, search and direct referrals.

**Additional Experience:** Experience Director, Channel Manager, Assistant Channel Manager at Examiner.com; Consultant, Writer & Editor: Work has appeared on/in Philadelphia Inquirer, The Morning Call, Bucks County Herald, The Intelligencer, Paste Magazine and Metromix/9News.com, among others.

**Education & Professional Development**

UNIVERSITY OF VERMONT, Burlington, VT **| Bachelor of Arts in English**

**Complete Data Analytics Course in Excel, Udemy, 2023**

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