

# MATTHEW TYNER

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## PROFESSIONAL SUMMARY

Marketing professional with a proven record of revenue growth through customer acquisition. Dynamic history of creating and implementing marketing campaigns and strategies that position businesses to capture customers with the highest intent to purchase products and services. Unique set of professional business experiences within the home services industry, including distribution, ecommerce, residential contracting and agency.

## EXPERIENCE

### **Valve+Meter Performance Marketing**

*Vice President of Marketing (Leadership Team) / March 2017 – Present*

Responsible for developing and implementing all B2C client marketing strategies. Led a team of experienced marketers to deliver client results.

- Assisted in growing company revenue from \$0 to \$3.5M (annual recurring revenue) in two years.
- Delivered 32,500 Marketing Qualified Leads to 11 contractors in 2018 with a traditional and digital marketing mix.
- Achieved a combined \$5+:\$1 Return on Marketing Spend for home services clients by using math before marketing.
- Provided 21,100 additional phone leads (in addition to MQL leads) to contractors through the Google My Business platform with local search engine optimization strategies in 2018 (a 45.75% increase year-over-year).

### **Nelson Comfort**

*Director of Sales & Marketing (Leadership Team) / July 2015 – March 2017*

Developed and implemented the marketing strategy for a multi-location residential HVAC contracting business.

- Grew company revenue from \$6.1M (2015) to \$7.1M (2016) with operational changes, customer experience enhancements and effective marketing campaigns.
- Delivered new lead opportunities to the team, resulting in \$1.8M in marketing-attributable revenue in 2016.
- Achieved a combined \$14+:\$1 Return on Ad Spend for 2016 calendar year (\$125,000 Ad Spend).

### **HVAC.com**

*Business Development Manager (Leadership Team) / January 2013 – July 2015*

Developed and implemented new business growth programs. Responsible for expanding product offering through ecommerce channels including websites, Google Shopping, Amazon and eBay.

- Grew company revenue from \$2.5M (2012) to \$16M (2015) by leveraging buying power, competitive research, vendor negotiations and digital marketing strategies.
- Developed a network of 1,500 HVAC contractors to deliver installation and service lead opportunities.

### **The Habegger Corporation**

*Territory Manager & eCommerce / April 2010 – January 2013*

Responsible for growing the Dayton and Cincinnati markets through new dealer acquisition. Led ecommerce efforts for Ohio and Kentucky regions.

- Grew dealer loyalty by developing new business and marketing strategies.
- Delivered \$22.2M of sales through the ecommerce contractor platform in Ohio and Kentucky. Led the team in ecommerce performance.

## EDUCATION

**Butler University / Business Marketing / 2006 – 2010**

## PROFESSIONAL REFERENCES

### **Marcia Barnes**

**Founder & CEO of Valve+Meter Performance Marketing**

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