MATT MARTIN

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PROFILE

Revenue marketing leader with 18+ years building and scaling the full demand engine: paid media, ABM, marketing technology, and go-to-market strategy, across SaaS, fintech, automotive, healthcare, and digital media. Equally fluent on the performance side (programmatic at scale, attribution, martech architecture) and the strategic side (positioning, messaging, sales enablement). Known for standing up new functions, onboarding and pushing the limits of platforms like Salesforce Marketing Cloud and Demandbase, and aligning sales, product, and finance around measurable pipeline. Brings genuine fluency in the AI tools reshaping how modern marketing teams operate.

EXPERIENCE

Director, Product Marketing, RVO Health May 2025 to Jun 2026 | Atlanta, GA

Healthline · Medical News Today · Greatist · Psych Central · Bezzy · Healthgrades: largest digital health media portfolio in the U.S.

- Built and led a product marketing function from the ground up, directing a six-person team responsible for positioning, GTM execution, and sales enablement across a portfolio of 25+ media products serving hundreds of millions of annual users.
- Drove enterprise product commercialization as marketing lead for Fullspan Health, a newly conceived B2B product suite, owning positioning, messaging architecture, and cross-functional go-to-market readiness from concept through launch.
- Built comprehensive sales enablement infrastructure, including category narratives, competitive differentiation frameworks, and buyer-facing collateral tailored to healthcare and pharma advertisers, to elevate the revenue team's market position.
- Established scalable positioning frameworks that unified messaging across a complex multi-brand portfolio while supporting a shared enterprise revenue strategy.

Director, Digital Marketing, Synovus Jan 2020 to Apr 2025 | Atlanta, GA

Synovus Financial, a regional bank with approximately $55 billion in assets

- Owned the bank's marketing technology architecture end to end: orchestrated the Salesforce Marketing Cloud deployment, built the customer onboarding journey, and stood up an in-house email team, saving over $1MM in agency costs.
- Pioneered the bank's first ABM program, using Demandbase to generate and route pipeline for the community and wholesale banking teams.
- Built the blueprint for martech platforms, Salesforce, and core customer data streams, enabling more sophisticated, personalized, and measurable marketing.
- Rebuilt cross-channel tracking, tagging, and attribution reporting to give the organization a comprehensive performance view across the funnel.
- Led and developed a digital marketing team of six to eight across channels.

Director, Programmatic, PureCars Nov 2015 to Dec 2019 | Atlanta, GA

PureCars, a technology and marketing platform for automotive dealers

- Led a 15+ person organization across display/video performance management, ad ops, and design, running high-volume programmatic campaigns at scale.
- Owned and evolved the ad tech stack and product offering to stay ahead of competitive and market pressure.
- Built the scaled operating procedures, processes, and media strategy that drove campaign performance and client retention.
- Trained sales and client-facing teams on the programmatic landscape and PureCars' digital advertising products.

Manager, Digital, MEC (Wavemaker) Dec 2012 to Oct 2015 | Atlanta, GA

Wavemaker, the second-largest media agency network globally

- Led paid media planning, execution, and analysis across all Ritz-Carlton properties in the Americas, Caribbean, and Canada, plus Marriott EDITION.
- Built and ran integrated digital and print campaigns across domestic and international markets, driving measurable engagement.

Interactive Media Planner, BKV Nov 2008 to Dec 2012 | Atlanta, GA

BKV, a direct response agency

- Ran performance marketing across paid search, programmatic/display, and social for clients in e-commerce, financial services, entertainment, non-profit, and technology, consistently hitting KPIs.
- Built deep expertise in campaign trafficking, tagging, tracking, analytics, testing, and optimization, the measurement foundation of demand gen.

Media Coordinator, Nurun (Ant Farm Interactive) Sep 2007 to Mar 2008 | Atlanta, GA

- Planned and executed media campaigns for clients including Equifax, Frontier Airlines, and Exclusive Resorts.

EDUCATION

University of Georgia, Terry College of Business · Bachelor of Business Administration, Marketing | May 2004 to May 2007

Georgia Banking School (GBA) May 2023 to May 2025

CORE SKILLS

Demand Generation · ABM · Paid Media & Programmatic · Marketing Technology (Salesforce Marketing Cloud, Demandbase) · Marketing Operations & Attribution · GTM Strategy · Product Marketing · Sales Enablement · Brand Positioning · Team Leadership · AI & MarTech Integration