

MATTI OSHIN

MARKETING CONTENT SPECIALIST

 Chicago, Illinois

 <https://www.linkedin.com/in/matti-oshin-873b72130/>

SUMMARY

Skilled content marketer working in the fintech industry. In addition to content marketing, I have experience in email marketing, SEO optimization, social media management, event planning, graphic design, HTML, and CSS. I have advanced knowledge of platforms such as Google Analytics, Microsoft Suite, Meltwater, Cision, Hootsuite, Contentful, Kapost, Jira, Figma, Salesforce Marketing Cloud Engagement, Asana, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Adobe InDesign, and Adobe Illustrator, and Dreamweaver.

EDUCATION

Master of Arts in Communication

Arizona State University
2021 - 2022

Bachelor of Arts in Communication Arts

Benedictine University
2016 - 2020

SKILLS

// PROFESSIONAL

- Leadership & Teamwork
- Public Speaking
- Organization
- Communication
- Integrity
- Problem-solving
- Enthusiasm

// TECHNICAL

- Salesforce Marketing Cloud Engagement (Pardot)
- SharePoint
- Adobe Creative Cloud
- Kapost
- Contentful
- Hootsuite
- Meltwater
- Google Analytics
- Microsoft Office Suite
- Mailchimp
- Figma
- Asana

PROFESSIONAL EXPERIENCE

Marketing Content Specialist

FactSet | July 2021 - Present

Develops top and bottom-of-the-funnel content for various financial software solutions while upholding FactSet's brand and voice guidelines to appeal to a global audience.

Consults and collaborates with product marketers and financial subject matter experts (SMEs) to develop industry-leading and compelling digital content for various marketing objectives including, lead generation, product awareness, brand awareness campaigns, and GTM launches.

- Defines strategic plans for content within marketing campaigns for B2B audiences across various SBUs, spanning the Americas, EMEA, and APAC
- Writes and edits copy for brochures, case studies, white papers, digital ads, infographics, interactive demos, webpages, landing pages, videos, and more for firm types such as banks, asset management, corporations, hedge funds, PEVC, insurance, and consulting firms
- Supports Marketing Programs team by constructing verbiage for email marketing campaigns, paid ads, and industry award submissions
- Communicates feedback to external vendors for videos and translated content
- Supported the generation of nearly 3,000 leads for sales within assigned firm types
- Utilizes SEO best practices to enhance content visibility and drive organic traffic
- Tracks and reports on content performance using Pardot and Google Analytics
- Integrated branding and marketing materials from acquisitions, Cobalt and Cabot
- Leads as content specialist responsible for developing promotion strategy for B2B partnerships on company website
- Developed and implemented a new production and distribution strategy for video marketing
- Built and defined taxonomies for both a corporate partners webpage and DAM software integration

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AWARDS

Communication Arts Department Multimedia Excellence Award

Benedictine University - 2020

Arthur J. Schmitt Future Leader

Benedictine University - 2019

Co-Author of Bailey the Bee's Big Adventure

Benedictine University - 2019

PRO. DEVELOPMENT

Content Marketing Foundations

LinkedIn
2021

Content Marketing Certified

HubSpot
2021 - Present

Hootsuite Platform Certification

HubSpot
2020 - Present

INTERESTS

- Reading
- Nutrition & Fitness
- Cooking
- Nature Walks
- Netflix Marathons

PROFESSIONAL EXPERIENCE (CONTINUED)

Marketing Coordinator

Transaction Data Systems | May 2020 - July 2021

Oversaw and administered marketing strategy for pharmaceutical SaaS products, unaidedly through various channels including content marketing, social media, email marketing, SEO, and digital advertising.

- Built and defined strategy for KloudScript website
- Used project management sites such as Jira and Asana to manage team-wide projects
- Leverage Adobe Photoshop, Illustrator, XD, and Premiere Pro to develop creative assets such as brochures, digital ads, and event collateral
- Managed a team of graphic designer at offshore office in India
- Developed social media campaigns and monitored performance on each platform
- Created and managed email marketing campaigns via Mailchimp and HubSpot
- Utilized Meltwater to monitor market and competitor activity in the media
- Wrote and published press releases about significant company updates
- Wrote, produced, and animated video promoting KETU™ software
- Worked with SMEs to write blog articles relevant to the pharmaceutical industry

Marketing Department Intern

Benedictine University | August 2019 - May 2020

- Managed admissions department social media campaigns
- Created content for athletics department social media pages
- Created academic major overview handouts for campus open houses
- Designed promotional assets for campus events
- Conceptualized and directed a "Day in the Life" video marketing campaign to attract prospective students

Marketing Intern

DuPage Foundation | January 2019 - December 2019

- Designed graphics and layouts for Foundation advertisements in Canva
 - Coordinated with external vendors to develop print materials for annual philanthropic dinner
 - Managed advertising budget for various local ad spots
 - Updated donor contact lists through Constant Contact
 - Managed and monitored Foundation website via Firespring
 - Managed the planning and execution of annual fundraising dinner and other Foundation events
 - Optimized website exposure by analyzing search engine patterns to direct online
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