



mattatkins919@gmail.com
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DIGITAL PORTFOLIO
www.mattbatkins.com

SPECIALIZED SKILLS

Website Management

Cascade
Squarespace
Wix
WordPress

Social Media Marketing

Meta Ads
Google Analytics
Instagram Insights
SoSha

Graphic & Video Design

Adobe Creative Suite
Canva
InShot
CapCut

Email Marketing

Acoustic Campaign
MyEmma
Online Express
Sender

Data Management Systems

Salesforce CRM
Microsoft Office 365
The Raiser's Edge
Hubspot

Project Management Software

Monday.com
Asana
Microsoft Teams

Matt B. Atkins

MARKETING EXPERIENCE

Assistant Director of Annual Giving,
Digital Strategy for Fundraising and Engagement
September 2024 – Present
North Carolina State University, Raleigh, NC

- Led digital annual giving strategy for over 100 university-wide fundraising campaigns, including email, crowdfunding, texting, digital advertising, and Day of Giving initiatives to increase donor acquisition, retention, and engagement
- Hosted a WolfTrek group trip, capturing photo and video content for NC State's travel marketing and social media efforts
- Collaborated with developers, designers, writers, social media specialists, and advancement teams to create cohesive fundraising and alumni engagement campaigns aligned with institutional priorities
- Oversaw marketing automation and journey-building strategies via Acoustic to enhance donor engagement, improve retention efforts, and support personalized fundraising communications
- Managed technical strategy and implementation for online fundraising efforts using GiveCampus, optimizing donor user experience, digital giving pathways, and campaign performance across university web properties hosted on WordPress
- Analyzed campaign performance metrics including open rates, click-through rates, conversions, unsubscribe trends, and donor engagement journeys to improve fundraising ROI and audience segmentation strategies
- Served as a digital fundraising subject matter expert and consultant for campus partners, advising on email strategy, marketing automation, accessibility, audience targeting, and communication best practices
- Monitored emerging trends in digital fundraising, marketing technology, and donor engagement to implement innovative strategies that increased online giving and audience participation

Head of Marketing

October 2024 – November 2025

Gays of National Parks, San Francisco, CA (Remote Contract)

- Led the Instagram content strategy, developing platform-native storytelling, editorial calendars, and multimedia campaigns that grew audience engagement and expanded the organization's reach by 150% across the outdoor and travel community
- Developed a distinctive brand voice across social captions, video scripts, campaign creative, and digital communications

MA

CLIFTONSTRENGTHS™ TOP 7



Relator

- Fosters high-trust, collaborative environments
- Reliable mentor



Analytical

- Data-driven approach
- Anticipates obstacles



Significance

- Drives organizational excellence
- Strong initiative



Focus

- Enhances team efficiency
- High concentration and persistence



Self-Assurance

- Leads through uncertainty
- Unique perspectives



Deliberative

- Serious decision-making
- Anticipates obstacles



Strategic

- Alternative thinking
- Spots relevant patterns

- Created short-form videos and captured candid photography on location during 10 group trips for future advertising use
- Identified emerging social, travel, and outdoor trends to create timely content and drive audience discovery
- Led branded content and partnership campaigns with brands, tourism organizations, and travel or LGBTQIA+ influencers from concept through execution to increase trip sales by 200%
- Managed social media content calendars by repurposing stories, group trip testimonials, partnerships, and community content into engaging social-first formats
- Monitored social performance and audience behavior across channels, using analytics and performance insights to test creative, optimize publishing strategies, and inform future content decisions
- Connected marketing and creative execution to organizational growth objectives, using audience insights, partnership opportunities, and performance data to prioritize initiatives that increased visibility, engagement, and value for the organization
- Championed Gays of National Parks as a distinctive voice within the travel and outdoor space, developing content that positioned the organization at the intersection of LGBTQ+ community, adventure, travel, and the outdoors

Social Media Manager

April 2023 – May 2024

Springboard, San Francisco, CA (Remote Contract)

- Developed and executed social media strategies that improved the full marketing funnel, increased brand awareness, engagement, consideration, and conversion
- Lead content development and processes, channel intentions, and voice, as well as content calendar and publishing cadence
- Directly engaged with consumers and owned all conversations on social channels
- Built networks of influencers and communities to amplify the brand on Instagram, Facebook, TikTok and YouTube
- Stayed up to date on new social media tools, best practices, competitive activity, and other social media leaders to bring early adopter technologies and trends
- Maintained brand standards and voice across all social platforms
- Tracked, analyzed, and optimized social media performance
- Developed and oversaw growth and engagement strategy, along with any paid campaigns on social channels
- Brought new ideas to the table that pushed the boundaries and infused creativity into the social content strategy
- Partnered with internal stakeholders to identify launches, moments, and stories best suited for social channels
- Ensured a clear understanding and tracking of all social metrics and their relevance to the greater business goals



MEDIA & PRESS

Gays of National Parks Blends
Beauty with Belonging
San Francisco Bay Times

Gays of National Parks is Where
Queer Hikers Find Solace in
Nature... And Each Other
Queerty*

Exploring Wild Spaces with
Gays of National Parks
Pride Adventure Podcast

How to Celebrate Earth Day at
the National Parks
Fagabond

Queer Loneliness and Community
Into the Mud Podcast

INDUSTRY RECOGNITION

CASE District III Bronze 2026
Fundraising: Loyal Like Lloyd

CASE District III Bronze 2026
Video: Day of Giving Gameshow

CASE District III Finalist 2020
Fundriasing: The Battle for Miami

EDUCATION

Diploma in
Social Media Marketing
Shaw Academy
July 2018

Certificate in Google Analytics
Google Analytics Academy
April 2018

Bachelor of Arts in Psychology
Florida International University
May 2016

Assistant Director, Digital Strategy and Engagement

January 2020 – March 2023

Florida International University Alumni Association, Miami, FL

- Developed and executed communications strategies for all events and provided engaging digital content, created and curated, optimized for major social media platforms and monitored KPIs for target audience
- Coordinated and directed 36 video productions, from scheduling to post-production editing, marketed on billboards, television and YouTube using in-house video materials on Animoto or external videographers
- Authored and executed all email marketing campaigns, averaging a 24% open rate and 18% click-through rate, using My Emma and Online Express, to increase ticket sales and event attendance
- Designed communications and graphic design elements in the on-going development of three websites using Cascade and WordPress and optimized web strategy using SEO analytics tools
- Coordinated with and managed external marketing agencies to plan and execute social media strategy for paid advertising campaigns, including three brand launches and five alumni participation campaigns
- Generated analytics reports using digital metrics of each event and marketing strategy including NPS score, online and in-person engagement and giving rate of guests post-event to determine ROI
- Collaborated with the Director of Loyalty and Participation and strategic partners across campus to increase the alumni participation giving rate from 4% to 8% in one fiscal year through dynamic social media and email marketing campaigns

Special Events and Outreach Manager

October 2016 – January 2020

Florida International University Alumni Association, Miami, FL

- Executed and consulted on planning 20 projects (events) per year including the Torch Awards Gala, Scholarship Fishing Tournament, Annual Meeting and Cocktail Reception, and all football game tailgates for head football coach Butch Davis, recording all events in the Raiser's Edge
- Designed and produced event signage and marketing collateral using Adobe Photoshop and Illustrator
- Monitored event and guest experience trends and opportunities, from venues to registration platforms to consistently enhance the alumni and donor experience
- Collected and tracked \$575,000 in revenue for two Torch Awards Galas from 1,570 guests and donors, and \$58,000 for three Fishing Tournaments from 60 registered boating teams and sponsors