

# MATTHEW P. JOHNSON

www.matthewpjohnson.com • mpjohnson9@wisc.edu

---

## EDUCATION

### University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI

#### *Master of Business Administration Candidate*

2010 – 2012

- Specialization: Brand and Product Management
- Awarded a merit-based scholarship

### University of Illinois at Urbana-Champaign, College of Business, Urbana, IL

#### *Bachelor of Science in Business Administration*

2002 – 2006

- Major: Marketing (3.7/4.0)
- Honors: Alpha Lambda Delta Honors Fraternity, National Society of Collegiate Scholars, Dean's List – 6 semesters

## PROFESSIONAL EXPERIENCE

### Rolf C. Hagen, Pet Product Manufacturer & Distributor, Mansfield, MA

07/07 – 08/10

#### *Online Brand Specialist*

07/09 – 08/10

- Led the online and social media marketing for a major new product launch (Fluval G-Series Aquarium Filter). Resulted in significant industry "buzz" including a featured article in Pet Product Marketing magazine (UK) that complimented the innovative marketing approach.
- Recommended and implemented the Fluval Blog website to introduce the new product and share relevant brand information; resulted in more than 300,000 online interactions and more than 4,000 consumers ready to pre-order by launch.
- Gathered consumer feedback and research via the Fluval Blog in order to guide the overall direction of the brand, fuel new product development, troubleshoot existing products, and determine consumers' brand perceptions.
- Initiated search engine optimization (SEO) in order to prevent competitors from appearing when key phrases related to Fluval were entered. SEO in combination with content direction directly resulted in top, first-page organic rankings.
- Evaluated monthly web analytics to determine traffic sources, trending topics, visitors' location, average time on site, pages viewed per visitor; utilized data to recommend and implement content and SEO strategies, and identify growth opportunities.

#### *Outside Sales Representative*

07/07 – 08/10

- Produced yearly sales growth averaging ≈30% and more than \$1,000,000 in annual revenue despite industry downtrends; utilized new customer acquisition tactics, creative retail presentation and promotional support, and new product offerings.
- Created custom merchandising planograms for each of the primary Hagen brands. Utilized "blocking" techniques with related products to create eye catching and strategic shelf placement, and leveraged creative placement within the store. Resulted in increased retail sales of 28-52%, depending on the category.
- Led a team of 3 merchandising specialists that executed the custom planograms in select key accounts. Improved team dynamics, communicated a vision and retail strategy, and taught merchandising insights to the team. Resulted in 100% key account customer satisfaction in post-set exit interviews.

### Physicians Immediate Care, Chicago, IL

10/06 – 03/07

#### *Account Representative/Marketing Coordinator*

- Created the fastest growing urgent care clinic location through new business customer acquisition and retail marketing activity, including targeted outdoor media placement and strategic search engine advertising.
- Recommended and implemented a retail marketing strategy that focused on maximizing impressions with consumers in close geographic proximity. Resulted in the clinic reaching a profitable level of patients faster than comparable new clinics.

## ENTREPRENEURIAL ACTIVITIES

### Jepplin Media, Chicago, IL

2008 – 2010

#### *Founder & Partner*

- Founded and direct an online media company that achieved a profitable operating level in 18 months generating yearly top-line revenue of more than \$200,000 primarily from multiple ecommerce websites that formed a new intermediary channel for health & beauty products.
- Created a network of blog websites and used SEO techniques to tie blog network to ecommerce websites. Resulting traffic dramatically increased profitability for the ecommerce sites and sustained average annual revenue growth of 69%