

Matt Baggott

Profile:

- Endorsed in leadership, collaboration, problem-solving, and innovative thinking
- Experienced in Adobe Cloud, Microsoft Office, Google Suite, HubSpot, Slack
- Multi-cultural experience traveling to sixteen different countries

Education:

Earning a Bachelor of Arts, Hanover College January 2018 - May 2022

- Major: Business with a focus on Marketing
- Business Scholar

Management Fellows Honors Program, Depauw University August 2018 - December 2018

- Entrepreneurial Program

Current Employment:

CoFounder/CMO - Spoke Locally LLC, Indianapolis, IN May 2020 - Current

- Conceptualized at the start of a pandemic
- Built the MVP used to validate our concept
- Raised \$70,000 to go from ideation to startup
- Full-Stack Marketer
 - branding, lead generation, email/SMS/social marketing, SEO, scale-up/organic growth strategy, strategic partnership lead, content developer, distribution, budgeting, and more

Internships:

Intern - 120Water, Zionsville, IN June 2019 - September 2019

- Maintained a budget and managed my own marketing campaign
- Worked directly with top executives as they obtained a \$7MM Series A
- Constructed a sales pipeline networking with PC's all over the country
- Built extensive mailing lists through HubSpot
- Closed meetings for the salesforce

Marketing Intern - ClusterTruck, Indianapolis, IN May 2018 - August 2018

- Strategically mapped out businesses in a 6-mile radius of ClusterTruck kitchen
- Targeted business to offer promos and tutorials of the ClusterTruck platform
- Earned income per each acquired customer I delivered

Related Experience:

Founder - Mtech Enhancements, Greenfield, IN August 2016 - August 2019

- Negotiated with overseas and local suppliers for deals on quantity and quality part
- Evolved from mobile repairs to devise customization through an eCommerce platform.
- Sold products all over the country
- Managed inventory, budgets, marketing, hardware

Founder - 6th Mile Chicken, Greenfield, IN March 2017 - September 2017

- Raised, butchered, and sold 300+ whole, free-range, non-GMO chickens
- Generated revenue through strategic social marketing campaigns and word of mouth