

# Keelie Matsuno

Chief Marketing Officer

## Profile

Accomplished Chief Marketing Officer with a decade of experience in driving strategic marketing initiatives and leading high-performing teams across diverse industries. Proven track record in developing and executing innovative marketing campaigns, resulting in increased brand awareness, customer acquisition, and revenue growth. Adept at leveraging data-driven insights, digital technologies, and cross-functional collaboration to optimize marketing performance. Demonstrated success in adapting to rapidly changing market conditions and fostering a culture of continuous improvement.

## Employment History

### Chief Marketing Officer at HubSpot, MA

May 2023 - Present

- Achieved a 35% increase in lead generation within the first year by implementing innovative inbound marketing strategies and optimizing content across various channels, resulting in improved customer engagement and brand awareness.
- Successfully launched a rebranding campaign that led to a 25% increase in website traffic, a 40% boost in social media engagement, and a 15% uplift in overall sales, ultimately strengthening HubSpot's position in the market.
- Spearheaded the development and execution of a targeted account-based marketing (ABM) program, leading to a 30% increase in conversion rates for high-value prospects and contributing significantly to the company's revenue growth.
- Managed a team of 50+ marketing professionals and led them to achieve a 20% reduction in customer acquisition costs through data-driven decision making, efficient budget allocation, and strong cross-functional collaboration with sales and product teams.

### Vice President of Marketing at Wayfair, MA

Aug 2020 - Apr 2023

- Successfully launched a new product line that generated over \$15 million in revenue within the first year, exceeding initial projections by 20%. This was achieved through strategic marketing campaigns, including targeted email marketing, social media promotion, and strategic partnerships with influencers.
- Implemented a comprehensive SEO strategy that resulted in a 35% increase in organic search traffic and a 20% improvement in online conversion rates. By optimizing website content, conducting keyword research, and improving site structure, the company saw a significant boost in its online visibility and customer engagement.

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## Education

### Master of Business Administration in Marketing at Harvard Business School, Cambridge, MA

Aug 2009 - May 2013

Relevant Coursework: Marketing Strategy, Consumer Behavior, Digital Marketing, Brand Management, Marketing Analytics, Market Research, Advertising and Promotion, Sales Management, International Marketing, and Product Development.

## Links

[linkedin.com/in/keeliematsuno](https://www.linkedin.com/in/keeliematsuno)

## Skills

SEO

Google Analytics

Salesforce

Marketo

Social Media Management

Adobe Creative Suite

Content Strategy

## Languages

English

Russian