

Matthew Hornbecker

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Experience:

Hornbecker Consulting LLC, Owner, Whitefish, MT

March 2023 – Current

- Lead weekly client meetings to guide marketing automation strategy, review campaign performance, and align cross-functional teams on priorities and deliverables.
- Orchestrate end-to-end Marketo migration projects, consolidating platforms, mapping data fields, and ensuring seamless integration with CRM systems like Salesforce.
- Streamline lead source tracking processes by implementing standardized data entry and reporting frameworks, improving lead attribution accuracy and reporting ease.
- Design and implement data management strategies to create lifecycle-focused segments, powering multi-channel campaigns that elevated engagement across key audiences.

Tebra, Marketing Automation Manager, Whitefish, MT

March 2022 – November 2023

- Collaborated with cross-functional stakeholders to consolidate two marketing automation platforms into one, while accounting for a similar CRM migration.
- Developed segmentation strategies to deliver targeted messaging to key customer segments along the buyer journey.
- Established multi-channel attribution programs with best practices to ensure teams were able to demonstrate ROI and visualize each touch point along the buyer path through Salesforce reporting.
- Attained expertise in a new marketing automation platform in order to optimize business processes through collaboration with partnering stakeholders. Utilized gained expertise to successfully migrate all initiatives and data into the preferred existing platform.

Perficient Digital, Senior Marketo Consultant (MCSA), Bozeman, MT

June 2019 – January 2022

- Facilitated the onboardings of multiple clients to Marketo platform, ensuring implementations were scalable and that all business requirements were met.
- Implemented intricate multi-touchpoint nurture strategy marketing initiatives, ensuring alignment with all stakeholder needs.
- Established process of taking in consumer data from a CRM, pushing that data into a marketing automation platform, parsing pertinent appointment information, and delivering it as a push notification to the end consumer.
- Presented multiple complex projects and processes to clients in organized and detailed fashion. Presentations ranged from thirty minutes to two hours.
- Created detailed documentation to ensure clients understood complex processes and to guarantee projects would have a long-term positive impact for teams.

Foundant Technologies, Marketing Services, Bozeman, MT

August 2017 – March 2019

- Collaborated with Content and Lead Generation teams to develop email campaigns leading to increased client engagement.
- Reported on campaign effectiveness to drive improvements on specific digital marketing metrics.
- Coordinated with the Cross-Sell team to implement new strategies aimed at highlighting the streamlined integration of other products.
- Created onboarding training materials for incoming interns to quickly learn current marketing systems and processes.

Skills and Abilities:

Technology

- [Marketo Certified Expert](#) (current)
- [Marketo Certified Solutions Architect](#) (exp. 2024)
- Proficient in Marketo, Eloqua, Salesforce, Excel, Figma, Miro, Lucidchart, Zapier, Workato, Asana, Jira, HTML, CSS, Microsoft Teams, and Slack

Education:

- Montana State University School of Business
 - Double Business Major: Marketing and Management

Graduation: ***December 2018***

Awards and Acknowledgements:

- Leadership Fellow Certificate Program at Montana State University
- Boy Scout – Eagle Scout Rank

January 2013