

MATTHEW GRENZ

grenzmat@gmail.com | 971-777-4267 | [LinkedIn](#)

SUMMARY

Marketing professional with 2.5 years of experience leading marketing strategy and execution for a 10-location hardware and building materials retailer, overseeing annual planning, budgeting, and multichannel campaign development across all channels. Generated over \$6M in promotional sales. Also built and grew my own content brand to 113,000+ followers and 10M+ organic views in the past 6 months, monetizing through affiliate partnerships, brand deals, and cookbook sales.

SKILLS

- Marketing Department Management and Team Leadership/Intern Development
- Marketing Campaign, Promotion, and Seasonal Initiative Planning
- Digital and Traditional Marketing (Social, Email, SMS, Radio, Print, Website, Billboards)
- Social Media Strategy and Content Development (Facebook, Instagram, TikTok, YouTube)
- Paid Social Advertising Management
- Merchandising and Cross-Functional Sales Collaboration
- Brand Consistency and Community-Focused Marketing Across Multiple Locations
- Vendor Relationship Management
- Annual Marketing Budgeting and Planning
- Website CMS and Landing Page Management
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects)

EXPERIENCE

Gold Beach Lumber Yard | Marketing Coordinator | March 2024-Present

- Develop and manage a \$450,000 annual marketing budget and integrated marketing calendar, aligning spend with marketing and merchandising goals.
- Lead strategy and execution of multichannel B2B and B2C campaigns across digital and traditional media, including paid social, Google, email, SMS, radio, outdoor, direct mail, print, and in-store signage, generating over \$6M in promotional sales.
- Develop and oversee social media strategy and content across ten accounts and four brands, driving a 2,400% increase in views and averaging 30,000+ monthly views per account.
- Lead production and distribution of monthly 12-page sales flyers, generating ~\$90,000 in monthly revenue.
- Manage website content, promotional landing pages, and location updates, ensuring alignment across all store locations.
- Design and produce in-store promotional materials, including signage, print collateral, point of purchase displays, and digital endcap content.
- Maintain promotional pricing within the POS system ensuring accurate campaign execution across all locations.
- Direct and mentor a marketing intern, providing daily training, project oversight, and skill development.

[MealPrepRituals](#) | Content Creator & Owner | January 2026-Present

- Built and grew a multi-platform content brand (Instagram, Facebook, TikTok, YouTube) focused on high-protein, low-calorie meal prep content, generating 20M+ organic views and 163,000+ followers in 6 months.
- Monetized audience through affiliate partnerships, brand deals, and cookbook sales, generating \$15,000+ in affiliate revenue and \$3,600 in cookbook sales.

Oregon State University Impact Studio | Design Intern | September 2021-January 2024

- Contributed to the research and development of several economic development projects, strengthening the university's portfolio of research-based investment opportunities.
- Delivered presentations to deans and the Vice Provost, ensuring alignment between research findings and project goals.
- Designed marketing materials to promote Impact Studio services to faculty, staff, and external partners.

EDUCATION

- Oregon State University | B.S. Design & Innovation Management, Minor in Marketing
- University of Oregon | Digital Marketing Science Certificate
- Accademia Italiana | Study Abroad Design Program