

# MATT REID

MARKETING STRATEGY · LEAD GENERATION · AI BUILDER · CREATIVE DIRECTION



## PORTFOLIO

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## CONTACT

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TO:  
**[Reference]**  
[Title, company]

FROM:  
**Matt Reid**

DATE:  
2026

### Job Ref: [Reference]

Dear Hiring Manager,

I've spent my career at the intersection of strategy and execution - the kind of work where the thinking and the making are inseparable. I'm drawn to roles where marketing is treated as a growth engine rather than a support function, and where there's real appetite for doing things differently.

Here's the quick version of me: I geek out on the strategy, then obsess over the execution. Over the past year as Creative Director at AbroadWorks, I've built the marketing function largely from scratch. Lead generation systems, a trained AI chatbot wired into HubSpot CRM, email nurture sequences, SEO improvements, and multi-channel campaigns that move people through the funnel rather than just into it. I report directly to the CMO and took full ownership of the outcomes, not simply the deliverables.

Before that, six years at OnceHub gave me deep experience in understanding what actually makes people engage, and what makes them quietly close the tab. I've always needed to understand the audience properly before I touch a brief. Surface-level personas don't cut it; I want to know what people are actually trying to solve.

On AI: I use it as an actual execution engine. Not to generate captions or dodge the work, but to build faster, test ideas that wouldn't have been practical otherwise, and create experiences that are genuinely more useful. Claude, ChatGPT, custom chatbots, generative tooling. This is already how I work, not something I'd need to learn. In fact, this is how I kept learning pre-AI too, but I've had to make far fewer stops at stackoverflow.com lately.

I come to any new role having already thought about it. I'd welcome the chance to get into the specifics with you. I promise it won't be a "slide deck over substance" situation.

Regards,

**Matt Reid**

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I'm what you might call a **full-stack marketer** - I geek out on the strategy, then obsess over the execution. Over 20 years I've built brands, funnels, AI chatbots, lead generation systems, and strong opinions about things I googled at 2am. I work best in small, driven teams where ownership is real and ideas get tested before they get perfect.

## EXPERIENCE

### AbroadWorks

March 2025 - Present

#### Creative Director - remote position

Own all marketing strategy and execution alongside a 3-person team; report directly to the CMO. Built lead generation from the ground up: website, forms, lead magnets, AI chatbot, and HubSpot CRM integration - the whole funnel, wired up and running. Designed, trained, and deployed an AI chatbot that captures, qualifies, and routes leads automatically into nurture sequences. Drove measurable SEO and performance improvements that shifted inbound lead quality, not just volume. Developed full brand identity - including mascots - for a new sister company, from concept through rollout. Conceptualised and executed multi-channel campaigns: social, email, content, and paid. Built the briefs, made the things. Researched and advocated for third-party tools to C-suite; developed recruitment campaigns that improved both pipeline quality and volume.

### OnceHub

March 2019 - March 2025

#### Marketing Design Specialist and UI/UX Designer - remote position

Produced the full ecosystem of marketing assets: web pages, email campaigns, social content, blog graphics, video. Led UX design, wireframing, prototyping, and user testing - plus WCAG accessibility compliance (Deque-certified). Made things work properly for everyone. Trained cross-functional teams on design systems and accessibility.

### Strategy Advertising

July 2018 - February 2019

#### Senior Graphic Designer

Cradle-to-grave campaign work: concept, copy, design, client liaison.

### XTRIDA Group

July 2016 - June 2018

#### Research & Marketing Department

Established and maintained branding, web, and internal media across subsidiaries in steel, solar, and eco sectors. Contributed to new product and IP development.

### SimonSAYS Design

September 2012 - June 2016

#### Senior Graphic Designer

Full-service print, packaging, and web. Client management, campaign concepts, and copywriting. Hosted fortnightly design talks to cross-departmental teams

### Matchbox Media

October 2005 - August 2012

#### Lead Designer and Founder

Ran an agency for 7 years. Client work, business development, quality control - all the hats.

## EDUCATION

### Port Elizabeth College

Graduated 2006



#### Art & Design Diploma (N6)

Awards: The Rector's Medallion, Best Student of N6, Certificate of Excellence

### Alexander Road High School

Matriculated 2003



#### Matric (NSC)

I matriculated with distinction and exemption, and received Academic colours.

## FURTHER READING

I'm a knowledge-hungry kinda guy - there isn't much I haven't googled just to know a little better. Beyond the brick-and-mortar learning, I'm a student of the internet: everything I know about AI, CG, animation, and building things that don't exist yet, I owe to those three double-ues. A lifelong appreciation of TMNT has also taught me that the best teams are small, weird, and fiercely good at what they do. Rat-sensei optional.