

Matt Werner

ABM @ Frontify

New York City, NY, United States | [LinkedIn](#)

GTM and ABM marketer with 6+ years of experience partnering closely with sales to turn data, intent signals, and account insights into pipeline. I specialize in building and scaling outbound and ABM plays — from targeting and messaging through execution, tracking, and optimization.

I've worked across SMB, Mid-Market, and Enterprise motions, supporting revenue teams with clear playbooks, better prioritization, and tighter handoffs. My work has influenced millions in pipeline and consistently improved SDR conversion, response rates, and speed to launch.

I'm most effective in environments where marketing and sales are tightly aligned, metrics matter, and experimentation is encouraged.

EXPERIENCE

Senior ABM Manager

Frontify

Jul 2026 — Present

New York, New York, United States

ABM Manager, Core Verticals

ezCater

Sep 2024 — Jul 2026

Lead vertical-focused ABM and outbound plays across multiple sales pods, partnering closely with sales leadership and SDRs to drive qualified pipeline.

Build and execute multi-channel ABM and outbound plays across five sales pods, aligning targeting, messaging, and follow-up

Use first- and third-party intent signals to trigger campaigns, improving SDR conversion by 9% and influencing \$3M in pipeline

Develop repeatable play templates across email, Outreach, LinkedIn, and events, doubling speed to launch while reducing handoff errors

Collaborate with sales on account planning and buying committee insights to refine messaging and engagement strategy

Create Salesforce dashboards to track performance, surface insights, and support in-flight optimization

Improved event follow-up workflows, reducing average response time by 10 hours through automation

Strategic Customer Marketing Campaign Specialist

ZoomInfo

Apr 2021 — Sep 2024

Waltham, Massachusetts

Owned GTM and outbound play execution across SMB, Mid-Market, and Enterprise segments, with a focus on revenue impact, targeting quality, and conversion efficiency.

Developed targeted campaign strategies aligned to distinct sales motions and deal cycles

Supported revenue initiatives that drove 11% pipeline growth beginning in 2022

Planned quarterly campaign calendars using performance analysis to prioritize high-impact programs

Owned core revenue metrics including attribution accuracy, conversion rates, and opportunities influenced

Increased upmarket sales call coverage by 12% by refining targeting and account prioritization

Partnered with Business Operations to launch AI-assisted outbound email templates, improving consistency and quality

Ran GTM and winback plays across 8,000+ accounts, contributing to \$5.9M in recovered revenue

Introduced structured A/B testing for email and Outreach sequences, increasing response rates by 10%

Senior Customer Success Specialist

HubSpot

Jan 2019 — Mar 2021

Cambridge, Massachusetts

Supported customers using HubSpot CRM and automation tools, with a focus on workflow optimization and adoption.

Helped customers design and troubleshoot CRM, deal, and campaign workflows

Created internal documentation and enablement resources that improved team efficiency and customer outcomes

Digital Marketing Specialist

Openbay

Oct 2018 — Jan 2019

Cambridge, Massachusetts

Planned and executed paid and organic media across social, display, and email channels, with KPI-driven measurement

Defined content strategy and brand voice, developing content for social, email, blog, and events

Managed day-to-day performance tracking and optimization using Google Analytics, HubSpot, Customer.io, and Hootsuite

Oversaw the company blog, establishing a consistent corporate voice and engagement approach

Social Media Intern

Barstool Sports

Apr 2015 — May 2018

Burlington, Vermont Area

Founded, ran, and analyzed Barstool Sports' University branch media operation that totaled over 100K organic impressions per month

Created and maintained multiple social channels

Created, defined, and strengthened the Barstool brand on campus and in the community

Curated user-generated content

Operated local advertising campaigns with brands such as Bud Light, DraftKings, Major League Baseball, and local businesses

EDUCATION

University of Vermont

Bachelor's Degree in B.S. Public Relations, Advertising, and Applied Communication

Activities and societies: Marketing club, Entrepreneurship club, UVM Athletics (Division I Women's Basketball)

SKILLS

Teamwork · Data Entry · Brand Development · Public Relations · Digital Marketing · Social Media Marketing · Search Engine Optimization (SEO) · Social Entrepreneurship · Advertising · Product Marketing · Marketing · Sports Marketing · B2B Marketing · Strategic Communications · Strategic Partnerships · Entrepreneurship Development · Digital Storytelling · Adobe Creative Suite · Microsoft Office · HootSuite