Matthew Jordan

Global Brand Marketing Leader | B2B Tech | Creative Backed by Data | Storytelling at Scale
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SUMMARY

Star Wars. The Avengers. The Simpsons. For two decades I led the campaigns and teams behind the franchises that defined pop culture. Now I do it for enterprise tech. Over the past five years, I have built compelling brand campaigns that capture attention at the top of the funnel and warm demand before the buying journey begins. I use the data to sharpen the creative, not just to grade it.

EXPERIENCE

Senior Manager, Global Brand Marketing, GitLab Inc. Austin, TX · 2022 – Present

- Reframed a jargon-heavy tech category through entertainment-grade storytelling, driving an engagement rate 33% above benchmark.
- Lead creative direction for brand campaigns across digital and out-of-home, partnering with the creative team on concept, copy, and visual execution, and pushing bolder, more provocative work than the category default.
- Own a $4M+ brand media budget across English-speaking territories in North America, EMEA, and APAC, directing strategy and optimization across paid social, programmatic, connected TV, and digital programs supporting owned events such as Transcend.
- Owned the first impression at the industry's largest conferences, AWS re:Invent, Google Cloud Next, KubeCon, and RSA, stretching a lean $750K across airport, entrance, and rideshare placements to plant GitLab where buyers arrived, not just where they expected it.
- Turned a Water.org sponsorship into GitLab's standout re:Invent moment, distributing 32,000+ co-branded bottles at a $3.10 cost per engagement and a 32% directional web lift, converting paid media into earned word of mouth and charitable goodwill, three years running.
- Built a brand-engagement measurement framework that tracks engaged visitors across click and view-through, standardizing how brand impact is measured across campaigns.

Digital Marketing Manager, North America, Rackspace Technology Austin, TX · 2020 – 2022

- Led a 6-person US segment and digital marketing team, owning digital strategy and budget for high-margin cloud and security solutions across Enterprise, Commercial, and Mid-Market.
- Built a top-of-funnel brand campaign inside a demand-only budget, anchoring the buy to a content-syndication partner whose below-average cost-per-lead cleared the CPL bar, then layering in programmatic display and multi-touch LinkedIn retargeting to warm the funnel with pure brand awareness.
- Elevated digital creative across partner, digital, and market-development-fund (MDF) campaigns, bringing an entertainment sensibility to a performance-first org to craft sharper, more distinctive advertising.
- Grew an inherited $1M partner-marketing budget to $2M, rebuilding partner relationships and MDF reporting to unlock co-investment from AWS, VMware, Google Cloud, and Microsoft Azure.

Managing Director, Project C Austin, TX · 2009 – 2019

- Built and led a 10-person team at a boutique digital creative agency, scaling it into an award-winning shop serving Marvel, Disney, Lucasfilm, Warner Bros., Universal, and FX.
- Directed digital campaigns across a decade of film and television for major studios and networks, including 6 of the 20 highest-grossing films of all time, with Star Wars and Marvel titles each past $1B globally.
- Produced global digital campaigns, apps, hub pages, and one-of-a-kind brand activations for studio clients.

Executive Director, Worldwide Digital Marketing, MGM Studios Century City, CA · 2007 – 2009

- Led worldwide digital marketing and strategy as department head, managing a 5-person in-house team across paid, owned, and earned channels for the full theatrical slate.

Director, Global Marketing, 20th Century Fox Century City, CA · 2005 – 2007

- Led digital strategy and campaigns for 25+ theatrical titles including The Devil Wears Prada, Borat, and The Simpsons Movie, each topping $100M globally.
- Pioneered the studio's first social and mobile campaigns, betting early on platforms that later became industry standard.

Manager, Creative Advertising & Digital, MGM Studios Santa Monica, CA · 1998 – 2005

- Helped build the studio's early digital marketing function, brought over from print creative to launch and run 007.com, the official James Bond brand and fan destination.

SKILLS & TOOLS

Brand & Marketing: Brand Strategy · Positioning & Messaging · Creative Direction · Ad Copywriting · Brand Storytelling · Global Campaign Management · Top-of-Funnel Brand Building · Brand Measurement · Partner & Co-Marketing (MDF) · Account-Based Marketing (ABM) · Programmatic Media · Project Management

Platform & Programmatic Advertising: Google · LinkedIn · Meta · Reddit · YouTube · StackAdapt · MNTN · 6sense

Creative & Content: Figma · Canva · Frame.io

Marketing Ops & AI: Allocadia · Generative AI (Claude, ChatGPT, Gemini, Glean)

EDUCATION

Texas State University | M.S., Marketing Research & Analysis (2022)

Boston University | Bachelor of Fine Arts

AWARDS & RECOGNITION

- First-ever recipient of the Bochy Award for Customer First at GitLab, peer-voted by marketing and corporate communications (Q1 2026)
- RACKSTAR finalist, Marketing Contributor of the Year, Rackspace
- London International Advertising Award · The Grand Key Art Award · Clio · Promax · OMMA · Webby · Austin Addy, Judges' Choice

AFFILIATIONS

Lecturer, Texas State University, McCoy College of Business | Principles of Marketing (4+ years)

Member, Producers Guild of America, New Media Council