Matthew Charnock

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Marketing director with 8 years in B2B fintech; built lead engines generating $1.3M+/month MRR

EXPERIENCE

Director of Marketing

EBizCharge / August 2023 - Present

- Served as acting VP of Marketing Nov 2025 - April 2026, owning full department strategy, cross-functional alignment with Sales and Product, and reporting directly to the CEO.
- Scaled a digital lead funnel contributing ~$1.3M/month in recurring revenue.
- Manage annual marketing budget across paid, organic, and email; report ROI to executive leadership.
- Lead a strategy across SEO, PPC, email, video, social, and web design/development.
- Used demand data from digital channels to shape product roadmap, directly informing shipped product enhancements.

Digital Marketing Manager

EBizCharge / October 2020 - August 2023

- Managed strategy across SEO, PPC, and CRO; grew organic + paid lead gen to 500+ leads/month.
- Built custom JavaScript tools to scrape and enrich lead data from third-party sources, fueling outbound pipeline.
- Reverse-engineered competitor products to build targeted competitor-customer prospect lists.
- Ran weekly market research to develop new strategies and assign team priorities.

SEO Specialist

EBizCharge / January 2019 - October 2020

- Designed and developed the company website using SEO and CRO best practices, increasing qualified organic traffic and conversions.
- Led keyword strategy (Ahrefs), on-page optimization, and link-building campaigns to grow domain authority.

Founder

Guestlense / August 2024 - Present

- Solo-founded and built a SaaS wedding photo-sharing platform (Node.js, MongoDB, Angular, AWS); own all product, growth, and paid/organic acquisition.
- Built an organic & paid acquisition funnel that acquired customers profitably from month one, sustaining 70% net margins with zero outside funding.

EDUCATION

Bachelor of Science (Business Administration/Marketing)

San Diego State University

ADDITIONAL SKILLS

Salesforce, Pardot, ZoomInfo, Hubspot, Act-On, Google Ads, Google Analytics, WordPress, Webflow, Zapier, Ahrefs, Semrush, HTML, CSS, and JavaScript.