



MATTIE YOËS

Director of Creative Influence

My passions developed an exciting career as the Director of Creative Influence at Torapath Technologies. I work with cross-functional teams to develop marketing campaigns that stand out in a crowded digital landscape. My secret? A knack for bringing people and design together, a willingness to push the envelope, and consistently developing fresh avenues to engage and captivate my audience.

 | (409) 658 - 7848

 | mattieyoës@gmail.com

EDUCATION

● Louisiana State University

August 2017 - May 2021

Bachelor of Arts - Mass Communication
Digital Advertising

Minor Concentrations
Business Administration
Communication Studies

Organizations

LSU Advertising Federation (2018 - 2021)

- Member (Aug 2018-May 2021)
- Treasurer (2020)

Kappa Kappa Gamma (2017 - 2021)

- Member (Aug 2018-May 2021)
- Composite Coordinator (2020)

Tiger Athletic Foundation (2017 - Present)

ORGANIZATIONS

● Business Network International

Member (June 2023 - Present)
Education Coordinator (Oct 24 - Oct 2025)
Social Media Coordinator (Oct 23 - Oct 24)

● LSU Alumni Association

Member (June 2023 - Present)

● Karnival Krewe de Louisiane

Volunteer (May 2024 - Present)
Board Member (May 2023 - May 2024)

● The Sunshine Foundation

Board Member (Sept 2022 - Present)
Auction Committee (Sept 2022 - May 2023)

● The Baton Rouge Cotillion

Board Member (May 2022 - Present)
Event Coordinator (May 2022 - Present)

SKILLS

Organization	Microsoft Suite
Communication	Graphic Design
Teamwork	Adobe Suite
Meeting deadlines	Canva
Leadership	Google Workspace
Google Analytics	Email Mkt. Platforms
Event Management	Squarespace
Media Tools	Wix
SEM & SEO	Wordpress

EXPERIENCE

● Torapath Technologies

Director of Creative Influence

Sept 2024 - Present

- Creative Guidance + Team Leadership
- Account Management
- Marketing Integration
- Vendor + Technical Coordination

Skills: Creative Direction, Team Leadership, Client Project Management, Marketing Strategy Alignment, Social Media Marketing, SEO/SEM Optimization, Content Creation, Email Marketing Software, Vendor Collaboration, Adobe Creative Suite, Data-Driven Marketing, Strategic Vision, PPC Campaigns, Brand Development, Web Design + UX

Creative Coordinator

Jan 2023 - Sept 2024

- All items listed in prior roles
- Manage interns to implement digital media campaigns
- Design, develop, and maintain websites, ensuring it is a reflection of latest offerings, projects, and industry insights
- Develop, execute, and manage PPC campaigns across a variety of channels
- Provide media and website consulting and services for client events

Content Marketing Strategist

June 2021 - Jan 2023

- All items listed in prior roles.
- Maintain main day-to-day client contact
- Design related assets for marketing campaigns - i.e. business cards, brochures, flyers, etc.
- Research and understand the brand, its category and its competitors to provide added value for the client while staying on top of media trends
- Design and launch PPC campaigns across a variety of channels such as Google Ads, Targeted Display Ads, and Social Media platforms
- Analyze and report on KPIs to measure the effectiveness of campaigns and provide data-driven recommendations

Online Presence Strategist (Internship) Sept 2020 - June 2021

- Develop content marketing plans for various social media platforms
- Implement website updates, like blog posts and content updates
- Craft and execute email marketing campaigns, including copywriting, template design, and analyzing campaign results
- Report on KPIs to measure the effectiveness of campaigns
- Shadow Senior Online Presence Strategist