



## CAREER PROFILE

# Web, Media, Technology Marketing Specialist

**Director of Integration Services and Technology** with unique experience successfully identifying, selecting, implementing and managing comprehensive data and project management infrastructure, marketing platforms, social media aggregation, web-CMS, and media production systems. Skilled at directing and motivating teams (local and overseas), project management, and high-level support. A skilled senior leader at vetting and commanding teams from project implementation, through back-end data tracking, to final reporting. An expert localization manager specializing in corporate business service marketing and technical localization for domestic and international markets. An experienced designer and webmaster with hands-on art direction and graphic design abilities. Highly skilled at all aspects of technology and able to leverage technological expertise in marketing and design efforts.

### Selected value-offered highlights:

**Oversight of multiple production teams** spread across the United States, Europe, Russia, and China. Implementation of communication and production infrastructure so that remote design, marketing, and management teams can work efficiently and connect with the home office easily. Travel oversees to recruit and audit cost-effective and talented production companies. Maintain outstanding relationships with local (Rochester-area) media production companies and contractors.

**Designer, copywriter, and multi-directional marketing strategy** for multiple corporate websites. A decade of search engine marketing experience, media buying, CMS implementation and management, direct mail, e-mail, social.

**Driving force for implementation of communications and knowledge-management** platforms, integrating marketing and sales strategy into employee-client correspondence. Allow every employee to contribute to the marketing effort of the company with approved and standardized communications. A knowledge-management system ensures that staff rollover and transitions leave little downtime.

**Proponent of customer data statistical analysis**, geographic-information, demographics, and behavioral mapping as the driving force for marketing strategy, lead generation, and customer satisfaction.



## WORK EXPERIENCE

ROCHESTER, NY  
2000 - PRESENT

### Advanced Language Translation, Inc.

Privately-owned Technical & Marketing Localization Company

#### *Director of Integration Services & Technology (2012 - 2014)*

**Responsibilities:** Design quality processes for ISO9001 conformance; Research and implement new software and hardware solutions; Implement SEO-enhanced CMS solutions for corporate websites; Manage marketing and technical media localization and publication for hundreds of companies; Design and implement a cloud-based production infrastructure; Implement mobile-friendly technology infrastructure; Recruit, train, and manage a global team of 50+ designers and programmers; Provide localization and design expertise (specializing in Asia). Adapt technology on-the-fly for production, management, and marketing needs; absorb all duties of the Production Manager, as specified below.

# MATTHEW CONHEADY

Marketing, Design,  
Team Management,  
Localization, IT



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## WORK EXPERIENCE

### ***Production Manager, Design, Marketing (2000 - 2012)***

**Responsibilities:** Company website design/authoring/strategy; Marketing Design adaptation in over 30 languages (specializing in Middle East and Asia); Multimedia marketing design and management; Asset management; Media buying; Budgeting; Purchasing; Vendor and employee training; IT infrastructure support and management; Design custom client pipeline, project management, and production workflow system; Customer survey design and satisfaction benchmarking; Marketing campaign statistic reports; Newsletter design and authoring; Blog design and authoring.

ROCHESTER, NY  
2006 - PRESENT

### **NYFalls.com - Upstate New York Waterfalls, Nature, Photography**

**My own travel-tourism business. In 2013 it served over 1.8 million unique visitors.**

### ***President, Owner, Web designer (2006 - 2014)***

**Responsibilities:** Research, authoring, publishing; Website design and management; Community outreach & education; User support; SEO marketing strategy; Email, print, web, viral, and social marketing campaigns; Media buying and leasing; Asset management; User survey and statistical reports; Location photography; Cartography.

*In 2010, sister sites: **New York Historic** (NYHistoric.com) and **Scenes from a Public Market** (Scenesfromapublicmarket.com) launched and have since become wildly popular.*



## EDUCATION

ROCHESTER, NY  
1995 - 1999

### **Nazareth College of Rochester**

#### ***Bachelor of Science - Environmental Science***

With a focus on analytics and statistics, I studied the science and politics of environmental issues, engineering, planning, and management. A minor in Ethics focused on logic and reasoning.



## SKILL

**Expert:** Windows, Mac, Windows Server; Microsoft Office (Word, Excel, PowerPoint); Adobe Creative Suite (Acrobat, Photoshop, InDesign, Illustrator, Audition); Blog platforms; Google Analytics, AdWords; Photography; SurveyMonkey; Print & Digital publishing; Web administration; Wordpress; Drupal; Graphic Design; Social Media marketing; Visio (flow charts/planning); MS Project; SEO; Contract review; Troubleshooting; QMS; Localization.

**Knowledgeable:** Flash; Dreamweaver; Premier; Video production; QuickBooks; Salesforce; Constant Contact; HubSpot; HTML; CSS.



## REFERENCES

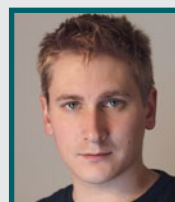
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