



## Marketing, Web, Media, Project Management Professional

**Director of global marketing, media & communications professionals**, highly skilled at identifying, selecting, implementing & managing comprehensive data, complex projects, marketing platforms, social media aggregation, web-CMS, and media production systems. A marketing localization expert with experience in B2B and B2C marketing and hands-on design/development production. A seasoned webmaster with hands-on content and e-commerce management, SEO and strategy, advertising & e-mail campaign expertise. A highly experienced marketing strategist in all media forms, including print, web, social, and events.

### Selected value-offered highlights:

**Design, copywriting, and multi-directional marketing strategy** for multiple corporate websites in local and international markets. A decade of search engine marketing experience, media buying, CMS implementation and management, direct mail, e-mail, social media management (including conflict resolution).

**Project management and production direction experience**, for hundreds of enterprises, across print, web, multimedia, and social platforms.

**Founder, author, designer & photographer** of a multi-million-reader travel/tourism website network.

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

**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. Traveled overseas to recruit and audit cost-effective and talented production companies. Maintain outstanding relationships with local (Rochester-area) media production companies and contractors.

**Windows Systems Administrator** capable of infrastructure setup, management, and support.



## WORK EXPERIENCE

ROCHESTER, NY  
2000 - 2014

### Advanced Language Translation, Inc.

Privately-owned Technical & Marketing Localization Company

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

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

**MATTHEW  
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Modern Marketing  
Management



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## WORK EXPERIENCE

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

**Responsibilities:** 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/employee training; IT infrastructure support/management Design custom client pipeline/project management/production work-flow system; Customer survey design/satisfaction benchmarking; Marketing campaign statistic reports; Newsletter design/authoring; Blog design/authoring; SEO strategy; Global social media management.

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 - Present)**

**Responsibilities:** Research/authoring/publishing; Website design/management; Community outreach/education; User support; SEO marketing strategy; Email/print/web/viral/social marketing campaigns; Media buying/leasing; Asset management; User survey/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 - Magna Cum Laude**

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



## SKILL

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

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

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