

MATT KRUTH

724-622-5273 • KRUTHMATTHEW@GMAIL.COM • @MATTKRUTH

DIGITAL PRODUCTS • CONTENT STRATEGY • GROWTH HACKING • SOCIAL MEDIA

SKILLS & SOFTWARE

Adobe Creative Suite
Agile Methodologies
JIRA
Social Media Publishing, Strategy
Team Management (teams of 7-10)
Wordpress CMS
HTML
Copywriting
SEO
Facebook + Google Advertising
Photography
Graphic Design
Event Content Capture/Production
Motion Graphics

EDUCATION

POINT PARK UNIVERSITY
Pittsburgh, PA

B.A. Broadcast Reporting
B.A. Broadcast Production

EXPERIENCE

HAWKFISH - BLOOMBERG 2020

Dec. 2019 - Present

Manager, Organic Social Media - @Mike2020, @MikeBloomberg

- Driving massive organic growth across platforms
+400% month over month
- Creating, curating, and posting the content for Mike Bloomberg's presidential campaign social media accounts
- Implementing new tools to streamline content operations, audience acquisition, and social sharing among staffers, surrogates, and influencers
- Copywriting, strategy for paid social media initiatives

CHART & FOSTER

Aug. 2019 - Feb. 2020

Digital Media Consultant - Content, Social, Web

- Develop brand strategy across digital, SEO, and social platforms for national marketing campaigns
- Drive digital product roadmaps from ideation to launch
- Analyze and report KPI metrics to shape ongoing strategy
- Project manage creative and digital timelines

NATIONAL BASKETBALL ASSOCIATION

Apr. 2018 - Aug. 2019

Product Manager/Content Producer

- Manage and own 13 NBA digital products across key business lines
- Driving 24% YOY growth in unique users and pageviews on owned products
- 80+% growth in followers across Jr. NBA social media platforms
- Develop data driven strategies for digital and social assets, including product roadmaps, UI/UX, and content to achieve measurable OKRs
- Manage, edit, and develop Jr. NBA, Jr. NBA Global Championship, NBA Voices, NBA Cares and NBA FIT websites and social media platforms
- Lead social producer teams at Jr. NBA and NBA Cares events.
- Manage crossfunctional relationships between clients, vendors, development ops, and content departments

STATEN ISLAND YANKEES

Jan. 2017 - Apr. 2018

Manager, Production & Marketing

- Utilized HTML and HomeBase CMS to managed *siyanks.com* content
- Led digital product development for all digital properties
- Designed all organizational creative
- Managed in-game entertainment & production
- Brainstormed, created, and implemented promotions to grow social media platforms, expand brand awareness, and enhance fan experience

ALLEGHENY COUNTY DHS

Aug. 2014 - Apr. 2017

Video Production Coordinator

- Contributed to development of Emmy and Telly award winning projects
- Assisted in copywriting, storyboarding, video and photo editing, schedule coordination, event and portrait photography, PR releases, graphic design, and transcribing
- Assisted in implementation of human services programs