

Matthew G. Knell

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Summary

Recognized leader in the Social Media Product Development and Marketing space with a defined track record of developing successful websites, online products and campaigns for major brands.

Specialized Skills

Social Media and Internet marketing, brand and product management, e-commerce, web analytics, UI/UX/Interaction design, project management, client-side design and development

Recent Experience

AOL, New York, NY

Social Media Director, November 2010 to present

Responsible for developing and executing social media strategy and social business for the entire AOL media organization including distribution, marketing, analytics, training, tools, vendor relationships, workflow, RFPs and team building.

- Business owner for overall social strategy for more than 30 AOL brands.
- Training of diverse team of editorial and social media personnel on best practices in community development.
- Social marketing using Facebook, Twitter, Foursquare, Tumblr, and PicPlz.
- Oversee social distribution using organic community techniques, platform integration of share tools and viral marketing with StumbleUpon, Reddit and Digg.
- Manage budget and vendor relationships with SocialFlow, Bit.ly, Facebook, Twitter and a roster of social media digital agencies.
- Integrate social into in person activations including AOL Studio at SXSW.
- Manage social community influencer event outreach with Digital DUMBO and Arts/Tech Meetup.
- Development and tracking of organization and role wide key performance indicators.
- Metrics and reporting Omniture, bit.ly, Facebook Insights, Twitter Analytics, and BackType.
- Manage blogger outreach strategy for key marketing initiatives.

CafeMom.com (CMI Marketing, Inc.), New York, NY

Director, Emerging and Social Media Strategy, August 2009 to November 2010

Manage product strategy for integration of social tools into CafeMom network of sites, and distribution of CafeMom content and brand across the social web. Integrations include Facebook Connect, Sign In with Twitter, the Facebook application and fan pages platforms, and OpenSocial.

- Developing strategy for acquiring new users for CafeMom.com through the development of new on-brand Facebook applications, content programming on Twitter and optimizing conversion on Facebook fan page.
- Managed and designed QuizMom and Pledges Facebook applications from idea through launch.
- Launched repurposed Latte Land game from CafeMom.com as Facebook application from 0 to 300,000 page views a day in 3 weeks through use of existing Facebook fan base and less than \$300 a day marketing spend.

MTV Networks, New York, NY

Senior Manager, Social Media Product Development, November 2007 to August 2009

Manage product development, user experience design projects, and client integration of content-based Flux social media platform used by than 30 major MTV Networks and Viacom brands.

- Site launches include Comedy Central, Colbert Report, MTV Tr3s, MTV's Think, TV Land, CMT, LaZona and various reality casting show websites.

- Product launches include Facebook Connect and Twitter integration, user profile redesign, member search and management, redesign of upload, comment and rating widgets for use by third-party websites

New York University School of Continuing and Professional Studies, New York, NY

Adjunct Instructor, July 2007 to Present

Teach Social Media, Information Architecture and Website Usability classes to NYU continuing education students part-time.

- Classes taught: PR 2.0: Using Social Media to Engage Customers and Their Communities, Information Architecture: Fundamentals and Website Usability

JetBlue Airways Corporation, Forest Hills, NY

General Manager, jetblue.com, June 2007 to November 2007

Manager, Internet Marketing, January 2006 to June 2007

Senior Internet Analyst, January 2004 to January 2006

Managed day-to-day operation, product development and content management of jetblue.com website, responsible for sale of 80% of flights sold and \$2.5 billion in revenue annually.

- Launched JetBlue Twitter and defined and executed JetBlue's first social media strategy.
- Product launches managed include low fare search, JetBlue Cruises, self-service customer knowledge base, The Simpsons Movie marketing campaign, JetBlue Getaways vacations, city destination pages, Online Flight Check-In, airline anniversary contests, and countless weekly sale fare promotions.
- Managed all aspects of redesign and relaunch of jetblue.com website increasing purchase conversion ratio by 20%.
- Managed relationships with interactive agencies to ensure on-time deliverables.
- Defined and implemented web analytics using Omniture SiteCatalyst.
- Led enterprise content management system RFP from proposal to final implementation.

Scholastic, New York, NY

Associate Producer, Learning Management Systems, October 2003 to January 2004

Product development and project management of million-dollar Learning Management System.

About.com, New York, NY

Project Manager, Sprinks, July 2001 to August 2003

Production Coordinator, September 2000 to July 2001

HTML Producer, Corporate Marketing and Revenue Programs, March 2000 to September 2000

Auto Racing Guide, August 1997 to April 2000

Project management, interface design, content management and client-side production and design for top 5 website.

- Designed and deployed million-dollar custom distribution system for distributing contextual pay-per-click advertising.
- Managed interface design and deployment of patent-pending search advertising e-commerce platform.
- Worked with About content teams to revise and redesign About.com homepage.
- Wrote implementation specifications for partnership deals for over 500 partners.

Prior work experience, references and articles available upon request.

Education

Pace University, Bachelor of Science, Information Systems, *cum laude*

New York University, Basic Project Management

Patents Pending

US Patent Application Number 10/309,332 - *Method and system for providing advertising through content specific nodes over the internet*, filed January 22, 2004.

Community Experience

- Co-Founder of SM4SC, a social media marketing organization that has helped raise more than \$40,000 for CityHarvest, Jane Doe, Inc and Camillus House with online and in-person events in Boston, New York and Miami with no fixed budget.
- Organized SocialChangeCamp NYC, an unconference bringing together thought leaders to discuss how to use Social Media to drive social change.

Presenting Experience

BarCamp New York, Social Media Breakfast NYC, NY Social Media Roundtable, TEDx New York, BarCamp Philadelphia, Interwoven Gear Up Conference

Press

Featured in Advertising Age, the New York Observer, MediaBistro and Mashable.