

matthew c. leiker

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[experience

Lead Project Manager

Voce Communications. New York, NY, 2010-2011 (18mos.)

Clients: Disney, ABC News, ESPN, Bloomberg, ThePioneerWoman.com, eBay, PlayStation, AARP, CBS Radio, NVIDIA, Radian6, Fujitsu, National Center for Family Literacy, NFL, L'Oreal, eHealthInsurance

Dually client-facing and internally developer-facing, led the project and account management functionalities of Voce's Platforms team. Facilitated the end-to-end creation of various WordPress-based custom application development projects. Sites spanned from traditional corporate blogs to sophisticated newsrooms to advanced custom-content management systems.

- Primary client contact; managed client relationship and expectations
- Translated client needs into business and technical requirements
- Created team projections, resourcing, and forecasting for Finance and Management
- Directly oversaw project management team; established better processes for structure and growth
- Strategic contribution at executive level understanding limitations of technologies, budgets, and time
- Divided work into tasks and wrote user stories for agile development based on project specifications
- Worked with developers and UX designers to scope and build solutions that exceeded expectations
- Juggled up to 14 concurrent projects of assorted sizes in various stages of execution
- Managed large SOW-based (2-10mos life cycle) and monthly retainer upkeep projects
- Determined scope and budgets ranging from \$20,000 to \$400,000
- Prioritized and maintained development queues via JIRA / Pivotal Tracker systems
- Overcame challenges of a distributed team
- Tracked and communicated timelines / deliverables
- Advised and integrated robust social networking components (Twitter, Facebook, sharing links, RSS)
- Assisted clients with Google Analytics / Omniture integrations as well as understanding those metrics
- Managed functionality porting to mobile / tablet format for iOS / Android / HTML5 (plat. agnostic)
- Reviewed and performed QA on all deliverables to verify high standards were met
- Authored extensive tutorials to supplement nationwide, on-site client training

Senior Project / Product Manager

RocketFuel, Inc. New York, NY, 2008-2010 (21mos.)

Clients: CBS Radio, NHL, MLS, Superfly Presents (Bonnaroo), Nick Cannon, InteractiveOne

Managed the creation of a WordPress-based content bureau delivery engine and ecosystem of interconnected websites for CBS Radio. Standardized and facilitated the rollout, content migration, and staff training for 100+ new radio station websites across the US. In one year the system doubled UVs and quintupled PVs / ad impressions. Performed in similar capacity for the redesign of NHL.com.

- Tracked timelines and dependencies
- Drove client decisions and development progress
- Managed eight distinct vendors
- Prioritized development requests to meet executive expectations
- Defined deliverables and created project requirements documentation (PRDs)
- Ensured project documents were complete, current, and stored appropriately
- Influenced publishing platform, editorial tools, and best practices to increase engagement
- Wrote extensive training tutorials and conducted nationwide training sessions at radio stations
- Often worked on-site to manage internal stakeholders, developers, and vendors
- Communicated low-level impact to high-level changes in ways executives could understand
- Assessed sales data, website traffic patterns, and user behavior to inform product strategy
- Proactively identified and managed risks

Senior Producer

Great Works, America. New York, NY, 2007-2008 (9mos.)

Clients: Absolut Vodka, V&S, AMC (pitch), Style.com

Managed and executed multiple parallel projects for signature clients (*Absolut Vodka*) as part of Swedish-based digital advertising firm. Coordinated day-to-day operational aspects, including project plans, deliverables, budgets, scope, client approvals and launches. Directed all project freelancers and vendors.

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Social Media Product Manager

AIM Network - AOL, LLC. New York, NY, 2006-2007 (17mos.)

End-to-end leadership of key web products that drove community growth and user engagement via AIM's social media offerings.

- Defined product vision and strategy, maintained long-term product roadmap
- Led international teams of development, marketing, and QA personnel (*US, Ireland, India*)
- Liaised with operations, marketing, programming, legal, advertising and corporate communications
- Measured success by analyzing metric points and community feedback or focus groups / user testing
- Ownership over part or pieces of the product from the consumer perspective (*ex: social network profile, search component*)
- Communicated project progress to executive management
- Authored product requirements documents (PRDs)
- Identified consumer and market requirements
- Ensured successful, on-time launches

AOL Music's 'The Biz' Lead Web Publisher

AOL, LLC. New York, NY, 2005 (8mos.)

MTV Networks On-Air Promotions Assistant / Intern

MTV Networks. New York, NY, Summer 2004

[education

University of Pennsylvania. College of Arts & Sciences. *Philadelphia, PA, 2005*

Bachelor of Arts in Visual Studies: Art and Practice of Technology

Minor: Computer Science & Engineering

Hays High School. Valedictorian. *Hays, Kansas*

[creative skills

Software: Extensive experience with business apps (*Google Docs, iWork Suite, Microsoft Office*) as well as project management and QA programs (*Basecamp, Dropbox, OmniPlan, OmniGraffle, JIRA, Pivotal Tracker, Lighthouse, Fogbugz, Evernote, Harvest*). Experience with analytics software (*Google Analytics, Omniture*). Fluency in digital graphics software (*Adobe: Photoshop, InDesign, Illustrator*). Development experience in content management systems and micropublishing platforms (*WordPress, Tumblr, Blogger, Drupal, Twitter, Facebook*).

Skills: Incredibly organized and detail-oriented, with specialized interest in social media, syndicated technologies, and interactive storytelling content. Strong client facing charisma, finding new solutions to old problems. Works well in unstructured or atypical working environments, as well as blending into traditional workplaces. Trained experience in waterfall and agile iterative/scrum development methodologies as well as writing technical strategy, business (BRDs), and product requirements documents (PRDs). Highly proficient knowledge of the Mac and Windows platforms, with past programming language experience in HTML, XML, C++, and Java.

Volunteer: Local nonprofit, ioby.org's advisory board; executive technical consultant.

Interests: Live music, rock climbing, CSAs, Dr. Pepper, wakeboarding, antiques, whiskey.