

Matt Maggard

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Ready to face your changing business head-on and lead your industry forward? Success means having a product vision and a digital marketing strategy. Let's get to work.

40

More than 40 projects for brands like:



13

Internet vet of 13 years, 8 managing marketing & product development, budgets, P&L, agency & client side. Began in web design, coding, IA, and PM.

30

Over \$30M in e-commerce fundraising revenue processed by sites under my authority at CauseForce.

2

Oversight of \$2M/year MGM Online operations budget and \$1M/year online advertising budget for CauseForce.

Senior Digital Marketing & Product/Project Manager with skills in:

From marketing to product management to sales **Online Strategy**

Shop, purchase, fulfill **E-Commerce**

Connect to customers and engage **Social Media & Mobile**

Manage the project, drive the team, deliver results **Leadership**

Intuitive, sophisticated, powerful **IA & User Experience**

From servers to CSS **Tech Infrastructure**

Ensure confidence **Client Services**

B.S. Journalism; Advertising Focus
Minor Business Administration

University
of Oregon



Online Strategy (Consultant) | rmKinetic Consulting / Los Angeles, CA | 2010 – Present

rmKinetic is the consulting firm launched by my direct supervisor at MGM Studios – Sr. VP Worldwide Digital Media – to advise clients in the media and technology space. I was brought onboard to build online marketing, product strategy and social media plans for existing clients and pitches for future clients such as Sony Pictures, Gelson's Market and Gigapix Studios. I also created opportunity briefs, strategy presentations and market research.



Senior Online Marketing Manager | CauseForce Inc. / West Hollywood, CA | 2009 – 2010

My team of 7 was tasked with websites, e-marketing and social media for our charity fundraising events. We launched online design refreshes for 3 brands: Weekend to End Women's Cancers, Ride to Conquer Cancer and Underwear Affair and introduced a new brand: Bike for Beats. Over \$30M in e-commerce donations processed in the last year.

- ▶ \$1M/year in keyword advertising through Google AdWords and Facebook and optimized landing pages to convert these clicks to actions.
- ▶ Email marketing for these 18 sites which included redesigned bilingual newsletters and e-blasts - *with click rates improved over 200%*.
- ✦ I left CauseForce due to unfortunate economic realities: our non-profit clients faced large budget shortfalls which led to staff reductions.



Director, MGM Online | Metro-Goldwyn-Mayer Studios / Los Angeles, CA | 2006 – 2008

I held product management responsibility for MGM's entire online presence – everything from P&L, planning, digital marketing, creative direction, web development, and tech infrastructure to vendors, contracts and budgets. I led a team of 8. When I joined MGM, the online group was in dire straits:

1. Our web host was closing its doors in 6 months.
 2. MGM.com was coded for the now rare J2EE platform; web hosts use LAMP platform.
 3. The online team had been laid off two years before. Despite these challenges, MGM.com had zero downtime. In six months, we had hired a team of developers, a designer, a content manager, an email marketing pro. Chose a web host, negotiated contracts, set up servers. Built a custom CMS. Rewrote and refreshed MGM.com. I demo'ed the site to the CEO for approval and finally to MGM staff in a launch event.
- ▶ Sites and e-marketing for the Stargate television franchise to engage the fan-base with original content and promotions.
 - ▶ Development and operation of the studio's video and metadata delivery processes for our partners at iTunes, Amazon, etc.
 - ✦ I chose to leave MGM due to management direction: MGM has since gone bankrupt, been bought and laid off the entire online staff.

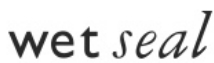
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The future waits for no one. Let's get to work.



Account/Project Manager (Consultant) | Impress Communications / Woodland Hills, CA | 2006
Managed Nestle client relationship, project management and web production staff for the agency's online media division. Worked directly with client to design, build and launch online initiatives.

- Project managed 3 Nestle sites and email marketing campaigns to support their launch. I was the direct day-to-day account manager. These projects were completed and launched, then handed off to the internal Nestle team.



Email Marketing (Consultant) | Wet Seal / Foothill Ranch, CA | 2005

Collaborated with in-house Email Marketing Manager to concept and design 12 email & landing page campaigns to successfully drive Holiday and Valentine's e-commerce sales. The top email blast generated sales of over \$45K.



Director, Website Development | Diskeeper Corporation / Burbank, CA | 2003 – 2005

Department head responsible for the management, planning, design and development of company websites and e-commerce stores (consumer and B2B). Role also included Art Director responsibilities, I designed all key pages.

- During my tenure, the Diskeeper's online store grew to over \$4m/year in revenue through smart promotions, ongoing refinement of the purchase process and statistical analysis to ensure changes were effective. This came to represent 10% of yearly company sales revenue.
- Created a unique B2B e-commerce solution which allowed sales of volume license software packages with variable pricing levels. This turned our Small Business e-commerce store from a promising idea to a revenue generating and cost saving reality.



Web Designer & Information Architect (Consultant) | Marketing Messages / Boston, MA | 2002

I architected and designed a new website which presented the service (automated on-hold messages) in a more humanizing light while also driving new sales leads with a streamlined information request process.



Designer, Web Developer & Information Architect | March First / Portland, OR | 1998 – 2001

I cut my teeth in the internet industry during the gold rush days of the dotcom bubble with the opportunity to design, architect and build websites for some of the world's leading brands. This included development of a new site for Animal Planet, a printer marketing site for HP, the architecture and design of a massive foreign language music and movie e-commerce solution for OneAsia.com, and many more.

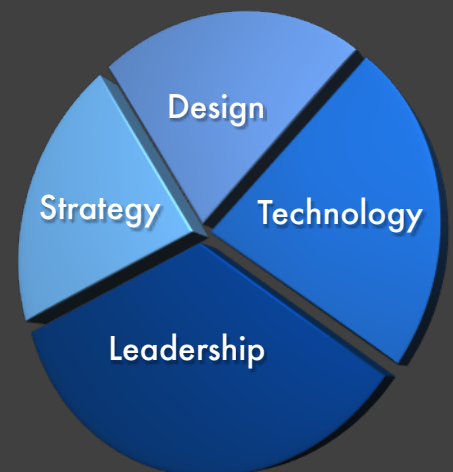
The Take-Away:

Matt's skills are the key components of online marketing and interactive product development: Strategy, Design, Technology.

Couple this with extensive leadership experience to effectively encourage, challenge and succeed with a creative team.

With the right strategy and an engaged team, built on a strong leadership foundation, anything is possible. That's how you move the needle.

If your company is ready to swing for the fences, let's get to work.



{ references available upon request }