

Matt Ciciarelli

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Summary

- More than 25 years of award-winning, multi-industry experience
- Proficient in marketing strategy and execution, internal, external and digital communications, brand creation, brand management and media relations
- Strong writing, editing, hands-on project management, analytical and communication skills
- Ability to balance both client and organizational interests

Professional Experience

Independent Marketing and Communications Consultant

December 2023 – Present

- Retained by a mid-sized AEC firm that specializes in building performance and sustainability to evaluate its marketing infrastructure and delivered recommendations for the firm to properly support an upcoming phase of geographic expansion and organic growth
 - Presented the senior leadership team the results of my evaluation, which consisted of actionable recommendations to complement resources already in place, filled in important gaps in its long-term strategy and educated management about creative marketing tactics it had not previously considered, all of which were aligned with the firm's core values and future objectives
- Retained by a prosperous biotechnology SaaS consulting firm seeking a rapid backfill and a more efficient use of its monthly marketing spend as it was preparing for an acquisition
 - Embedded myself with the firm to fully understand the industry and the firm's business needs before assuming content creation, technology and design responsibilities
 - Created a straightforward, streamlined thought leadership strategy that was delivered through a digital marketing campaign focused on client outreach, website postings and corporate social media functions, making it a more economical and measured fit than the firm was with its previous marketing and communications vendor and making it more fiscally attractive to the company that acquired it

Director of Marketing | PPB Capital Partners

April 2022 – December 2023

- The firm's first ever full-time marketing director to coordinate the firm's marketing, branding and communications efforts by overseeing content creation, collateral management, editorial guidelines, and nurturing the public profile of PPB and its senior management team
- Created a multi-faceted strategic marketing plan to jumpstart the firm's national profile
- Quadrupled the firm's LinkedIn following in the first 12 months of my tenure, reaching nearly 3,000 followers thanks to a thorough content creation plan and regular deployment cadence
- Established a weekly content creation and distribution strategy consisted of original topics for thought leadership, whitepapers, bylined articles, market blogs, video and employee profiles
- Improved marketing email engagement from a click-through rate of less than 1% at the start of my tenure to more than 21% within the first six months and continued that rate consistently
- Spearheaded lead generation tactics and the improvement of organic SEO ratings of the firm's website among domestic competitor firms by more than 1.3 million with a month of launching a completely rebuilt website that properly conveyed the firm's brand and message and improved the user experience
- Initiated a 12-week-long digital email campaign to promote the firm's creation story, products and solutions, business philosophies and distinct value propositions through a 10-part video series

- Produced an average of two media placements a month by managing the relationship with an external public relations firm
- Created a corporate writing style guide and implemented editorial guidelines with all employees at two different companies to streamline and improve business communications

Software Experience: Microsoft Office Suite, Adobe Creative Suite, Frame.io, Vimeo, BaseCamp, WordPress, HubSpot, Egnyte, CENTRL, RedOak

Content Marketing Director | Police and Fire Federal Credit Union

June 2021 – April 2022

- Directed the team that produced content for all marketing campaigns and communications for the credit union—inclusive of product promotions, internal and external communications, member communications and talking points for staff
- Oversaw the transition of a member newsletter from a format that consisted of only product promotion bullet points to a content-driven, digitally distributed format that provides members with useful insights as well as product promotions
- Transitioned social media content from strictly promotional to a social-media-friendly tone that promoted the credit union's products and services in an appropriate manner
- Created infographic content for various topics used in publications, digital member communications, social media and printed for in-branch messaging
- Assisted a direct report that had been placed on written probation prior to our working relationship to a successful rating in her first performance review under my guidance
- Streamlined a content review submission process with a standardized template that properly tracked all edits throughout reviews before final distribution
- Created a close working relationship with the digital and graphic design team to assure content and design work together to convey the properly intended message

Software Experience: Microsoft Office Suite, Adobe Creative Suite, SharePoint, WordPress

Vice President, Global Marketing | BNY Mellon Pershing

June 2010 – June 2021

- Product marketing liaison between Pershing and its Registered Investment Advisor, Lockwood Advisors and its wealth reporting technology group, Albridge Solutions
- Worked closely with senior management to identify key trends and opportunities that translate business goals into actionable marketing plans and thought leadership content
- Exceeded above-benchmark results for campaign engagement, surpassed annual KPIs and rolled out and executed on various product launches that exceeded annual business goals
- Introduced a social media program for corporate and senior executive LinkedIn and Twitter handles, handling post-by-proxy and tracking exercises through multiple publishing platforms
- Coordinated all marketing activities for Albridge's and Lockwood's nationwide network of regional sales directors through a series of development and promotional campaigns

Software Experience: Microsoft Office Suite, Adobe Creative Suite, Salesforce, SharePoint, Hootsuite, Hearsay Social, MarComm/TimeGrow, Lotus Notes

Summary of Previous Professional Experience (10+ years ago)

1999 – 2010

Assistant Vice President, Marketing Manager | Harleysville National Bank (January 2007 – April 2010)

- Created internal and external communications plans and content for multiple bank mergers as a member of both the acquiring and acquired entity

Public Affairs Officer | Citizens Bank of Pennsylvania (November 2003 – December 2006)

- Provided public relations, public affairs and corporate communications support to Citizens Bank's Mid-Atlantic market from its Philadelphia headquarters

Media Relations Coordinator | Bucks County Conference and Visitors Bureau (Nov. 2002 – Nov. 2003)

- Provided media relations support to the organization that promoted Bucks County as a tourist destination. Included promotion of seasonal overnight stay and play packages, coordination of media tours, establishing relationships with member merchants and overall media relations planning and placement

Assistant Director of Sports Information | University of Florida (June 2000 – July 2002)

- Coordinated the public and media relations efforts for nationally prominent coaches, national championship-winning, Olympic medal-winning, future professional all-star and world champion athletes

Athletic Communications Assistant | Princeton University (January 1999 – June 2000)

- Provided media relations support for Princeton University athletics teams, conference and NCAA competitions hosted by Princeton, national championship-winning athletes; coordinated a specific public relations plan for a baseball player who was a third-round draft pick in the Major League Baseball Draft and ended up being an All-Star and a World Series champion as a player and a general manager

Other Relevant Work Experience

- Assistant to the Superintendent, Northwood Cemetery Company (August 2024 – Present)
- Contributing Freelance Writer, *Referee Magazine* (August 2023 – Present)
- Championship-Level NCAA and High School Basketball Referee (February 1995 – Present)

Education

The Pennsylvania State University University Park, Pennsylvania	1998
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- Bachelor of Arts, Speech Communication

Carnegie Mellon University, H. John Heinz III College Pittsburgh, Pennsylvania	2013
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- Certificate, Innovation Sciences

Skills and Expertise

Communications: Detailed proficiency in both internal and external communications methods, public relations, media relations; proficient in both AP and SI writing styles; Detail oriented editor with a keen eye for grammar and succinct writing; comfortable presenting to groups and senior managers. Software experience with Microsoft Word, Outlook, Excel, PowerPoint, Adobe PhotoShop, Illustrator, InDesign

Marketing/Branding Strategy: Seasoned professional with experience in marketing/business strategy planning and execution, building and managing corporate brands, outlining corporate messaging, elevator pitches, storytelling and value propositions; Digital marketing expertise in email communications, scheduling cadence, website content creation, website production and maintenance; content marketing experience through the ideation and creation of original topics for thought leadership, blogs, whitepapers, etc. Software experience with Microsoft Word, Outlook, Excel, PowerPoint, Adobe PhotoShop, Illustrator, InDesign, Canva, QuarkXPress, WordPress, MailChimp, GroupWise, Lotus Notes

Team Management: Managed the interview, hiring and onboarding process for a staff of 15 student assistants for the University of Florida Sports Information Office; including a student who is now the VP of Communications for the Denver Broncos (and a de facto PR strategist for Peyton Manning), a student who is now a director at one of the largest PR firms in New York, an intern that is now the director of marketing for Turner Sports (including its successful *NBA on TNT* studio show); promoted camaraderie among team members to build family-like environment; ensuring all staff members are in positions that set them up for success and positive performance; assisted a direct report that had been placed on written probation prior to our working relationship to a successful rating in her first performance review under my guidance

Social Media Marketing: Introduced a social media program for corporate and senior executive LinkedIn and Twitter handles, handling post-by-proxy and tracking exercises through multiple publishing platforms; elevated the national profile of companies and senior staff members; spearheaded a LinkedIn engagement program for a company by quadrupling its followers in a 12-month span by increasing posting cadences and

building out content creation schedules. Software experience with Hootsuite, HubSpot, Hearsay Social, Google Analytics, Adobe PhotoShop, Illustrator, InDesign.

Project Management: Refined project management skills through multiple years of experience planning mailings, coordinating multiple teams while navigating tight and changing deadlines, maintained a steady line of communication with all involved through multiple platforms. Software experience with Microsoft Word, Outlook, Excel, PowerPoint, Slack, Asana, SharePoint, Egnyte, CENTRL, Frame.io, MarComm/TimeGrow

Client Relationship Management (CRM) Optimization: Coordinated a more efficient and useful way for a company to use their CRM database and software; used the CRM tools to segment target audiences, create, implement and track the results of sales campaigns. Software experience with HubSpot, Salesforce.

Event Planning: Ability to plan corporate and sporting events from initial planning phases to post-event follow-up procedures; experience with small client dinners and meetings to events with upwards of 10,000 spectators, attendees, participants and media; managed vendors from site locations, catering, entertainment, administration and audio-visual companies. Software experience with Microsoft Word, Outlook, Excel, PowerPoint, Adobe PhotoShop, Illustrator, InDesign, Canva, QuarkXPress, SharePoint, Egnyte.

Awards

- 2019 Gramercy Institute Marketing Strategy Award (gold) winner for B2B digital marketing campaigns
- 2019 FCS Portfolio Award (bronze) winner for in-house creation of B2B email campaigns
- Three-time winner of BNY Mellon Pershing's Outstanding Team Award for corporate leadership and business accomplishments