

MATTHEW MONAGLE

matthew.monagle@gmail.com • linkedin.com/in/mrmonagle • Austin, TX • (646) 420-5483

PROFESSIONAL EXPERIENCE

Aceable (Austin, TX)

Social Media Manager

June 2017 – Present

- Designed and implemented organizational organic social media strategy.
- Rebuilt remarketing architecture for Facebook paid social campaigns with 134% increase in ROAS.
- Maintained daily and weekly reports on organic and paid social media performance.
- Partnered with SEO team to develop keyword-rich blog and social content.
- Partnered with SEO team to write content for revenue-focused backlink campaigns.
- Created reputation management and social customer service processes.
- Identified and pursued opportunities for Instagram micro-influencer placements.

Columbia Business School Executive Education (New York, NY)

CRM Web Manager

July 2015 – March 2017

- Collaborated with Senior Marketing Manager on prospect email drip campaigns.
- Hosted biweekly Executive Webinar Series with Columbia Business School faculty.
- Produced quarterly reports on online engagement and conversion rates.
- Created workflows and automation rules to augment email marketing efforts.
- Designed weekly reports and dashboards to capture enrollment and marketing metrics.

Columbia Business School Executive Education (New York, NY)

Program Manager

November 2011 – July 2015

- Partnered with faculty on development of 10-15 Executive Education courses per annum.
- Planned and executed Executive Education programs and events for professional audiences.
- Contracted with Fortune 500 companies to meet annual staff development goals.
- Managed program budgets upwards of \$400k.

State of Alaska, Department of Education (Juneau, AK)

Identification and Recruitment Specialist

June 2010 – July 2011.

- Developed curriculum for annual school district personnel training sessions.
- Presented on Alaska statutes and regulations during annual training sessions.
- Traveled to school district sites for onsite training and student record audits.

FREELANCE EXPERIENCE

Austin Chronicle (Austin, TX)

Freelance Writer

March 2018 - Present

- Write reviews and features on film distributed throughout Travis County.
- Provide on-site coverage for Austin film and multimedia festivals.

Reject Media, LLC (Austin, TX)

Features Writer

March 2014 - Present

- Record and edit 'After the Credits,' a weekly review podcast on new theatrical releases.
- Published 200+ weekly columns, interviews, and essays on film culture.
- Create and schedule content for 380k Twitter and 42k Facebook followers.

Townsquare Media, Inc. (New York, NY)

Weekend News Editor

June 2016 – September 2017

- Wrote and published 450+ news stories for Townsquare property ScreenCrush.com.
- Created, optimized, and scheduled content for 71.7k Twitter followers and 541k Facebook followers.

The Playlist (New York, NY)

News Editor (Contract)

April 2017 – April 2017

- Wrote and published news stories on breaking industry news.
- Created and scheduled content for 97.9k Twitter followers and 170k Facebook followers.

EDUCATION

Columbia University (New York, NY)

Master of Arts in Film Studies

August 2014 – February 2017

Trinity University (San Antonio, TX)

Bachelor of Arts in Communication

August 2003 – May 2007