

Matthew Scheffler

1011 Monroe Ave Asbury Park NJ 07712 • matthew.scheffler14@gmail.com • (732) 539.7388 • mattscheff.com

LIVES IN A “ECONOMICALLY DISADVANTAGED AREA” FOR NJ’S 4% HIRING BONUS

Education

FORDHAM UNIVERSITY

Bachelor of Arts: Vis. Arts / Photography
Minor: New Media & Digital Design

New York, NY
May 2018

Experience

URBAN ARCHITECTURE INC. Digital Consultant

New York, NY
January 2022-Present

- **From the Ground Up:** Designed & developed urbanarchitecture.us as an inquiry-only sales platform for prominent furniture dealer specializing in high-end, modern furniture.
- **User-centric Design:** Implemented intuitive [UX design](#), catering to a diverse and eclectic client base incl. artists, institutions, and private collectors.
- **Targeted SEO strategy:** Leveraged AI tools to generate complex [Excel](#) formulas that streamlined the development of unique SEO keywords and [optimized product data](#) for our eCommerce platform.
- **Social Management:** Monitor and create posts on behalf of the Director and CEO. Integrated personal interactions into curated social media content to a limited, but engaged audience.

Contributor Development Partnership Training Assistant (contract / temporary)

Boston, MA (*remote*)
July 2023-Nov 2023

- Responsible for the creation of training assets for [Contributor Development Partnership](#), a public-benefit corp. providing data and tech services to local NPR & PBS member stations throughout the northeast region.
- Collaborated with all teams in the transition to a new Customer Relationship Management database.
- **Reported to the Knowledge Team:** Assist the creation of operation-specific knowledge articles; developed robust handling of Adobe Indesign
- Developed staged rollout of training materials to regional cohorts and member stations via targeted content schedule.

STATMASK Social Media + e-Commerce Manager, Product Photographer

New York, NY
September 2020-January 2022

- **Spearheaded web operations** for apparel startup, specializing in personal protective equipment.
- **Oversaw** the integration of traffic **KPI's** from **Google Analytics** into an effective PR strategy
- **Expanded revenue** by 150% in Q3 '21 through [agile](#) and [efficient](#) social media marketing campaigns targeted via [Facebook Audiences](#), [Shopify](#) sales data, and [Google Analytics](#) traffic metrics..
- **Produced images** and content for Meta-based ad campaigns (sponsored Instagram posts, Facebook Audience cohorts), **Developed video content:** instructional videos, on-site demonstrations, and sponsorship interviews
- Worked with the Director and Creative Lead to **cement brand identity:** graphics, packaging, in-person retail experiences.

Skills

- **Microsoft Office:** Excel, Word, PowerPoint
- **Adobe:** Photoshop, InDesign, Illustrator, Premiere
- **AI:** GPT prompt engineering, AI workflow
- **Client Relation Mgmt. systems:** Salesforce
- **Digital Marketing:** SEO, Social Media Marketing
- **E-commerce Platforms:** Shopify CMS
- **Languages**
- **French** (proficient)