

matthew c. leiker

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[experience

Senior Product / Project Manager

RocketFuel, Inc. New York, NY, 2008-present

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 is expected (at minimum) to double UVs and quintuple PVs or ad impressions. Tracked timelines and dependencies, drove client decisions and development progress, defined deliverables and project requirements (PRDs), as well as managed eight distinct vendors. Performed in similar capacity for the redesign of NHL.com.

Senior Producer

Great Works, America. New York, NY, 2008

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.

AIM Network Social Media Product Manager

AOL, LLC. New York, NY, 2006-2007

End-to-end leadership of key web products that drove community growth and user engagement via AIM's social media offerings. Responsibilities included identifying consumer and market requirements, defining product vision and strategy, as well as writing product requirements documents (PRDs). Led international teams of development, marketing, and QA personnel. Liaised with operations, marketing, programming, legal, advertising and corporate communications to ensure successful on-time launches.

AOL Music's 'The Biz' Lead Web Publisher

AOL, LLC. New York, NY, 2005

Coordinated, developed and published elements for an entirely web-based, daily reality show.

Social Norming Campaign Designer

Vice Provost for University Life at UPenn. Philadelphia, PA, 2005

Lead manager and creator of a prominent, campus-wide anti-drinking campaign that ran for 3 years.

Marketing Manager & Lead Designer

Penn Student Agencies. Philadelphia, PA, 2004-2005

MTV Networks On-Air Promotions Assistant / Intern

MTV Networks. New York, NY, Summer 2004

Information Technology Advisor

UPenn Residential College Houses. Philadelphia, PA, 2001-2004

[education

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

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

Computer Science and Engineering Minor

Residential Advisor (2 years) in the Media & Communications Program

Hays High School. Valedictorian. Hays, Kansas

[creative skills

Software: Extensive experience with business applications (*Microsoft Office, iWork Suite, Google Docs*) as well as project management and QA programs (*Basecamp, OmniPlan, OmniGraffle, JIRA, Lighthouse*). Fluency in digital graphics software (*Adobe: Photoshop, InDesign, Illustrator*). Development experience in varied content management systems and micropublishing platforms (*WordPress MU/VIP, 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. Trained experience in waterfall and agile iterative/scrum development methodologies as well as writing technical strategy 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.

Website: <http://www.mattleiker.com>