



Matthew T. Wrobel
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Skills:

Personal

- ✘ Creative Problem Solving
- ✘ Dynamic/High Energy
- ✘ Adaptive/Quick Learning
- ✘ Detail Oriented
- ✘ Project Management

Technical

- ✘ ActionScript, HTML, JavaScript, PHP, XML, and Lingo
- ✘ Design and Authoring Applications: Dreamweaver, Flash, Illustrator, Photoshop, InDesign, Premiere, After Effects, Soundbooth, Fireworks and Director

Proprietary Web Applications

- ✘ Analytics: Omniture, ForeSee, Conductor Searchlight, Google Analytics
- ✘ Content Management: Vignette, Sitecore, Wordpress
- ✘ Email and Customer Communication: Exact Target, Eloqua

Education:

The Art Institute of Philadelphia

- ✘ Associate Degree in Multimedia and Web Design
- ✘ 3.7 GPA
- ✘ Academic Achievement Scholarship

Work Experience:

Sr. Interactive Marketing Manger

(2009 – present)

OptumHealth

- ✘ Applied my own development and design capabilities to help drive tactical and strategic deliverables
- ✘ Established a marketing emphasis on web metrics and reporting to quantify ROI
- ✘ Acted as the primary liaison between web development resources and the business teams

Sr. Interactive Strategist

(2007 – 2009)

The Carrot Agency

- ✘ Developed client relationships through direct involvement with online and interactive initiatives
- ✘ Coordinated creative and web development resources across multiple concurrent projects
- ✘ Provided strategic insight during the planning stages of projects to help shape the end result

Marketing Manager

(2006 – 2007)

Exante Financial Services

- ✘ Managed vendor relationships
- ✘ Drove all aspects of marketing projects from marketing brief to deployment

Business Development Regional Liaison

(2001 – 2006)

TD Banknorth Insurance Agency, Inc.

- ✘ Edited and created content for monthly newsletter
- ✘ Facilitated special marketing projects including quarterly lunch & learn seminars