

Mathew Anderson

Communications Professional

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PROFESSIONAL PROFILE

- **Strategic Communications Expert:** Skilled in leading internal communication efforts for public campaigns and fostering external communications with the press and general public
- **Proven Leader in Content Development:** Over ten years of experience in building and managing online digital platforms, developing comprehensive content release strategies, and enhancing brand visibility through effective web, email, and social media presentations
- **Effective Cross-Functional Collaborator:** Coordinate with departments to align initiatives with broader company goals, and provide analytical and brand advice for team collaborations

EXPERIENCE

2018 – 2024 Kingsisle (remote)

Lead Community Manager

- **Maintained** and **monitored** public channels, including **social media, web, and press**
- **Researched** and **identified** social media trends to develop effective **engagement strategies**
- **Curated** community relationships through global media outreach and **strategic partnerships**
- **Developed** and **executed** PR strategies that enhanced **brand visibility** and public trust
- **Coordinated** Mailchimp **newsletter campaigns** with associated **social media toolkits**
- **Collaborated** with internal departments to align initiatives with broader company strategies
- **Designed** hundreds of **branded graphics** customized to each platform being published on
- **Created** dozens of **video productions** that included team interviews for public viewing
- **Attended** yearly **global events** as a **press point-of-contact** to promote the organization

2016 - 2018 Portalarium (onsite)

Senior Community Manager

- **Cultivated** relations between the organization and public, facilitating **engagement and trust**
- **Facilitated** media-based PR initiatives, including **press engagements** at tradeshow, to position the company favorably in the industry and increase brand awareness
- **Led** the stewardship of public channels, **bringing the brand to life** through strategic communication management and consistent branding
- **Analyzed** performance **metrics** to iterate on communication strategies, linking activities to business outcomes via **SEO and Google Analytics** for continuous improvement
- **Established** and **enforced** external and internal community policies while leading a comprehensive **public relations engagement program** with press and partners

Additional experience references are listed on LinkedIn.

TOP PROJECT

Events for Gamers

Founder & Editor-in-Chief

- **Created and manage** a complete **media platform** focusing on the promotional side of industry conferences, conventions, and other industry-related events
- **Developed** a **website** from the ground up using **WordPress**, as well as set up and manage key social media publication pages to fit the platform's event sharing mission
- **Strategize** and **coordinate** with event creators, industry professionals, and press to ensure their industry activities have proper **SEO branding** and representation on the platform
- **Write** and **promote** daily event news, **press articles**, e-mail **newsletters**, and conduct **written and video interviews** with various industry leaders and media partners

ACHIEVEMENTS

- **Organized** yearly **charity fundraising campaigns** that total **over \$100,000 donated**, including ones for supporting diversity, children, climate action, and other groups in need
- Supported the strategic activation of a **project** that was **successfully funded** by the community with a **total of \$10 million raised**
- **Created** an entire **public engagement program** that supported **hundreds of content creators** in the community with a year-over-year **growth rate of 45%** in participation

EDUCATION

Bachelor of Science, Business Marketing, Communications, and Management | UW Wisconsin

TECHNOLOGY

Social: All major social media platforms

Analytics: Google Analytics, Buffer, HootSuite

Brand: Canva, Figma, Adobe Creative Suite

Websites: HTML/JS/PHP (+SEO), WordPress

Project Management: Asana, Trello, JIRA,

Salesforce (Pardot), Monday.com, HubSpot

Communication Platforms: Slack, Zoom,

Office & Google Suites, Mailchimp, Donorbox