

# Matthew Reichenbach

## Work Experience

### **Content Marketing Coordinator, Right Source Marketing, Reston, VA**

July 2020 - Current

- Develop and refine marketing programs that drive business, including organic and paid social promotion, email marketing and content creation
- Serve as day-to-day contact for specific client marketing objectives; coordinate client meetings, communications and updates
- Construct key marketing and sales reporting mechanisms, including dashboards and reports; create and publish content to client CMSs and social media properties

### **Customer Experience & Insights Intern, Gannett | USA TODAY NETWORK, McLean, VA**

August 2019 - July 2020

- Build categorization models and operational dashboards on Clarabridge around hard to find and use subscription features, the desktop interface redesign and a beta test for a new account management platform (SNAP)
- Develop CX business initiatives through market analysis, specifically in new opportunities for local things to do content, the mobile app experience and ease of access to the e-Edition
- Conduct market research to understand usage and demographics for unengaged email subscribers and niche sport subscribers

### **Digital Acquisition Intern, Gannett | USA TODAY NETWORK, McLean, VA**

June 2019 - August 2019

- Analyze data from variety of acquisition campaigns and onsite ad testing
- Manage email campaigns from drafting creative briefs to conducting quality assurance tests before deployment
- Draft copy for onsite ads and local apps as part of acquisition campaign around college football content

### **Arts & Entertainment Editorial Intern, Northern Virginia Magazine, Centreville, VA**

May 2018 - August 2018

- Write articles for print and online regarding cultural happenings in the Northern Virginia region
- Brainstorm ideas for print in weekly staff meetings as well as assist in various steps of the editorial process
- Interview high-profile individuals in the area such as David Baldacci, Ken Yarmosh and The Legwarmers

## Education

**Majors: Journalism, Media Analytics; Minor: Spanish**

**Elon University, Elon, NC - GPA: 3.8**

2016-2020

**Pompeu Fabra University, Barcelona, Spain**

Study Abroad Fall 2018

## Skills

Microsoft Office Suite, Adobe Suite (Analytics, InDesign, Premiere, Illustrator), Tableau, SQL, Google Analytics & Data Studio, HubSpot, SproutSocial, HootSuite, AP Style, Video Production, Photography, CSS 4, HTML 3, R

## Awards

Elon Communications Fellow 2016, Phi Beta Kappa, Sigma Delta Pi, Lambda Pi Eta