# Robert Matthews
**Product Management/Marketing professional**

Willingboro, NJ  -  Email me on Indeed: indeed.com/r/Robert-Matthews/1026c60b3460253f

Authorized to work in the US for any employer

## WORK EXPERIENCE

### Product Manager
Metalogix Software   -   Trevose, PA  -  April 2015 to Present

Owns entire cloud-focused product line, taking on the responsibilities of both Product Marketing Manager and Product Manager, including determining product positioning against competitors and parallel products within the company portfolio, crafting cross-sell and upsell strategies for sales, drafting quarterly and half-year financial projections for product line performance, creating pricing for the product line, and overseeing the marketing transition from MetaVis to Metalogix including product re-branding, positioning, and evangelism.

- Created and refines product positioning and marketing strategy that assisted in driving 7 consecutive quarters of YOY growth in excess of 80%
- Works with Sales to assist in POC exercises as well as positioning to customers and drafting custom documentation for large deals.
- Drafts and oversees end-to-end production of e-books, including the most successful e-book in Metalogx's portfolio (3000+ downloads in a 3-day period)
- Works with PR firm to determine messaging delivered during analyst briefings and to media.
- Composes and delivers monthly webinars (including partner co-branded webinars)
- Owns sales enablement including the creation of training modules for the edX LMS.
- Oversaw the creation of a new licensing methodology and procedure for the Essentials product line.
- Drafts website content, datasheets, blogs, White Papers, Case studies, e-books, training documentation, and videos

### Product Marketing Manager
MetaVis Technologies (acquired by Metalogix Software)   -   Trevose, PA  -  July 2014 to April 2015

Assisted in the build out of the marketing team along with the SVP of Sales and Marketing and the Director of Marketing. Vetted and assisted in the implementation of Marketing Automation systems as well as vetting candidates and training members of the growing marketing department

- Worked closely with Product Management/Development to determine positioning of new products within overall product line.
- Designed Messaging, content, and campaigns for new products/features.
- Wrote content for press releases, articles for news sources and copy for trade shows. Utilized competitive intelligence to position products among competitor's offerings.
- Designed and implemented campaigns to support and disseminate overall company message.
- Managed company website and blog, including composing content, making content and design changes, and implemented SEO optimization based on industry best practices that drove 20% increase in trial downloads.
- Worked with Contractors, freelancers, and remote in-house staff to manage large scale changes to website, documentation, and marketing campaigns.
- Ghost wrote CEO's contributed articles for CMSwire.

### Technical Writer/Technical Support Engineer

MetaVis Technologies   -   Philadelphia, PA   -   June 2012 to July 2014

Wrote and maintained the user manual for all products using Adobe RoboHelp and Helpiq. Wrote and maintained How-to and FAQ documentation on the website as well as blog posts in the company blog. Addressed, diagnosed, and solved Tier 2 & 3 customer issues through the use of detailed Java log, ULS, and event viewer logs. Performed QA for new products and reported back to Product team/development. Worked closely with the Product Team/Development to develop new features based on internal testing and customer feedback.

### Solution Center Consultant

Automatic Data Processing (ADP)   -   Newtown, PA   -   November 2011 to June 2012

Provides a set client base with with high level application consulting as a subject matter expert (SME) on the VirtualEdge Applicant tracking system. Performs end-to-end project management for client initiated projects including drafting project proposals and change control documents; managing the use and refresh of configuration environments; and suggesting best practices and process management. Owns all aspects of client relationship with the VirtualEdge division of ADP. Performs client relationship management to ensure company reference ability and client satisfaction.

### Technical Support Associate

Columbia University Information Technology (CUIT)   -   New York, NY   -   September 2009 to September 2011

September 2009 - September 2011
Provided technical support to students faculty and staff. Performed device setup, virus, malware, and spyware cleaning provided software and hardware purchasing advice, provided technical specification and instruction clarification, conducted user training and instruction for administrative and personal software.

### Residential Technical Associate Manager

Swarthmore College Information Technology Services (ITS)   -   Swarthmore, PA   -   August 2008 to August 2009

- Managed the Residential Technical Associate group.
- Attended weekly management meetings
- Provided progress reports on projects in progress
- Recruited new Residential Technical Associates
- Trained new employees
- Oversaw Student Support
- Scheduled Residential Technical Associate shifts
- Reviewed, authorized, and submitted timesheets for employees
- Wrote Technical Documentation
- Created dual-boot images for faculty & staff
- Deployed public machines and faculty/staff upgrades
- Performed domain binding and support

### Technical Support Associate

Swarthmore College Information Technology Services (ITS)   -   Swarthmore, PA   -   May 2007 to May 2009

May 2007 - May 2009
Conducted field and phone support for faculty and staff. Performed device setup and troubleshooting, virus cleaning, domain binding, telecom setup and repair, software installation, network setup, and ticket escalation.

### Residential Technical Associate

Swarthmore College Information Technology Services (ITS)  -  May 2007 to May 2009

Provided field and in-office technical support for students. Performed hardware and software support ranging from installation of RAM to HDD extraction and data recovery. Conducted OS troubleshooting, repair, and re-installation, Monitored networked print queues, instructed students on the use of college systems and academic software, conducted virus, spyware, and malware scans and removal, recommended software and hardware purchases and replacements, attached computers to secured network and carried out troubleshooting on Cloudpath software.

## EDUCATION

### Master of Arts in Contemporary Lit, Culture & Technology
Columbia University - New York, NY
2011

### Bachelor of Arts in English Literature
Swarthmore College - Swarthmore, PA
May 2009

## SKILLS

● Conversant with Marketing Automation tools and Customer Management Systems (Hubspot, Salesforce, Microsoft Dynamics CRM) ● Conversant with all forms of social media ● Proficient in product positioning and packaging for marketing ● Proficient in Content Management Systems (SharePoint, Drupal, Wordpress, Box) ● Proficient in Microsoft Office Suite, LiveMeeting, WebEx, GoToMeeting, ReadyTalk, Skype for Business ● Operating Systems: Windows, Mac OS X, Linux (Ubuntu, Kubuntu, Xubuntu), iOS, Blackberry OS, Windows Phone, Android ● Knowledge of Unix code, command line, shell script, and bash scripting, Active Directory, Domain Systems ● Proficient in Google services and Apps for Business.
● Proficiency in ATS, (Applicant Tracking Systems) ● Application, OS, and Hardware support on Mac and PC ● Oracle CRM Database, Siebel CRM, Cornerstone Knowledge Management Systems, Lumin Knowledgebase