

Matt Kräck

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EXPERIENCE

Absentee Ballot Administrator (promoted from Voter/ Poll Worker Outreach)

Marion County Election Board Indianapolis, IN March 2019 - current

- Train and manage absentee voting by mail team (20-plus seasonal staff for 3 months), and related voter communication efforts to produce over 100,000 mail-in ballots each election
- Manage Covid-19 guidelines for large staff footprint in confined areas
- Work with other MCEB election teams in high-pressure environment for their ballot production, facility logistics and PR support

Vertical Product Development+Marketing (freelance)

Runwithit Co. Indianapolis, IN September 2017 - current

- Successful [Kickstarter](#) for vinyl record storage [RokCrate](#)
- Aperture City Photography for events and products
- Holzskizze maker-style brand (custom copper, RokCrate, beardbrawler.com)
- Brand marketing and creative strategy, product and partnership development, photography, graphic design, website, packaging design, SEO/SEM, advertising, social media, customer service, light manufacturing, sales and order fulfillment
- Clients: [Mid-America Fire and Safety](#), [New Insight Computing LLC](#), [Dodeca System Games](#), Michelle May Krack - Author

Event Asst. and Video/Photographer (seasonal)

2012-2019

ActiveIndy Indianapolis, IN 7 years

- Registration, logistics, and participant experience management of fun-runs and bicycling tours
- Action photography and videography for bicycle tours - shoot and edit footage
- Shot [ActiveIndy MotoView](#) during Runnerspace.com 10M+ live broadcast

International Product Manager

October 2015 - August 2017

ProductJump Indianapolis, IN 1.5 years

- Product development, marketing strategy, brand management for USA/CAN/EU
- Generated \$X00,000+ in product sales in 2016 as the only full-time employee
- Trained three new hires to help grow YoY revenue by 300% in 2017
- Spent two weeks in Hong Kong/China interacting with factories and factory reps
- Established process for export from China to international markets
- Package design, PPC, and product photography for ecommerce stores
- Created 3D/product drawing designs in collaboration with factories

Freelance work and full time job search upon returning from WV

June 2015-October 2015

SKILLS

Content creation Adobe Creative Suite, Wordpress, Microsoft Office

Photography and Videography Sony Alpha System, Adobe Premiere editing. Experience shooting events, stock, commercial, fine art.

Digital analytics Salesforce Trailblazer (In-training, at 30,000+ points level) SPSS, SEO, SEM optimization, Google analytics and AdWords

Operations/data management software Sharepoint, Great Plains, Markview, Oracle Database, SAP Database

Coding HTML, CSS, ActionScript

Social media strategy Bizzabo, Hootsuite Pro, FB/Insta, YouTube, Twitter,

Email/CRM iContact, Constant Contact, Hobson's, Data Mapping programs

Scrum Certified Scrum Master, Agile - 2017

LANGUAGES

Un poco de español.

Marketing Communications Graduate Assistant (non-teaching staff)

West Virginia University

August 2014 - May 2015

Integrated Mktg. Com. (IMC) Grad Program Morgantown, WV 1 school year

- Marketed program to increase enrollment of prospective students
- Conducted competitive analysis and report of competing IMC masters programs
- Helped produce video and social media content
- Built CRM database for prospective and current students, alumni, and faculty
- Sponsor relationships and content for mobile app, exceeded goal by 25%
- Supported registration and operations for the program conference, [Integrate](#)

NCAA Championships Assistant Operations Coordinator | NCAA Eligibility Center Administrator

2008-2014

NCAA

Indianapolis, IN

6 years

- Planned for and admin support for four NCAA national championships
- Continuously updated 20+ rules and rule manuals
- Facilitated communication/processes between internal and external stakeholders
- Supported host-based and national broadcast marketing initiatives
- Bridged gap between customer service and high school admins on eligibility cases

EDUCATION

(Beginning May 2021) Web Development Bootcamp at [ElevenFiftyAcademy](#)

M.S., Integrated Marketing Communications (2015)

West Virginia University, Reed College of Media, transcript available on request

B.S., Liberal Arts - Graphic Design major, Advertising minor (2002)

University of Southern Indiana (USI), transcript available on request

ADDITIONAL MARCOM and DESIGN WORK (all mostly part time)

Entertainment Engineer

Indiana Invaders Elite Running Club

2012-2015

Market research for track and running events; supported team media strategy

Indianapolis Region Event and Marketing Director

Carpe Vita

2009-2015

Executed running, walking and outdoor fundraiser activity events

Manager at run specialty stores: Runner's Forum,

6 years total

Indiana Running Company, Finish Line, Gilles Cycling and Fitness

Sales, service and marketing of high end athletic apparel

Race Director Mater Dei 5-K Run - raised \$8k via design, sponsors, marketing 4 years

Graphic Designer

Instructional Technology Services

USI

2 years

Provided graphic design services for faculty, staff, students

Print Shop Assistant

USI Printing Services

1 year

Prepared print setup and machine-folded print jobs

CREATIVE VOLUNTEER EXPERIENCES

Createathon WVU – public awareness campaign for Literacy Volunteers of Mon.+Preston Counties

United Way Day of Caring
NCAA – mural painting projects

Electronic Media Specialist for CCA Art Gallery