

Submitted to Amentum for ARPA-H STATS

NAME	JOB TITLE	PWS Tasks
Matt Parsons	DOC - Advanced Marketing Specialist	7.1.7; 7.8.1-7.8.3

Job Responsibility	Qualifying Skills
Marketing Strategy & Campaign Execution: Develop and implement integrated marketing campaigns that enhance engagement with ARPA-H's brand, content, and funding opportunities.	<ul style="list-style-type: none"> · Led marketing efforts at Cystic Fibrosis Foundation, managing communications and campaign execution for national engagement initiatives. · Developed integrated marketing campaigns at MedStar Washington Hospital Center, increasing referral generation and community outreach. · Executed digital and traditional marketing strategies, including social media, direct mail, video content, and email marketing to enhance brand visibility and audience engagement.
Performance Monitoring & Optimization: Evaluate the effectiveness of marketing initiatives, using data analysis to refine strategies and improve outreach.	<ul style="list-style-type: none"> · Implemented data-driven marketing strategies, leveraging analytics to drive campaign improvements and enhance engagement. · Managed content strategy for LinkedIn, increasing followers by 367% and improving engagement through targeted messaging. · Oversaw SEO and content distribution strategies, leading to a 47% increase in organic traffic and a 110% rise in paid social media traffic for MedStar's blog.
Stakeholder Collaboration & Engagement: Foster partnerships with internal teams and external stakeholders to align marketing efforts with organizational priorities.	<ul style="list-style-type: none"> · Served as a liaison between creative teams, leadership, and external agencies, ensuring seamless execution of marketing campaigns. · Partnered with freelance writers, designers, and agencies to produce engaging content that aligned with brand messaging. · Coordinated marketing initiatives for hospital campaigns, physician outreach, and community engagement, ensuring consistency in messaging across multiple platforms.

Education

B.S. Syracuse University – Syracuse, NY

May 2005

S.I. Newhouse School of Public Communications, Summa Cum Laude

Experience

Marketing Project Manager, Cystic Fibrosis Foundation – Bethesda, MD

June 2022 – Present

- Oversee and manage communications and marketing efforts for priority engagement campaigns and events for national non-profit foundation
- Developed creative project tracker to streamline requests and establish timelines for creative team requests

Senior Marketing Specialist

MedStar Washington Hospital Center – Washington, D.C.

Feb 2017 – June 2022

- Developed integrated marketing campaigns to generate referrals for new physicians
- Executed content strategy for the hospital's LinkedIn page, increasing followers by 367%
- Managing editor for community newsletter distributed to patients in the Washington, D.C. metro area

- Wrote scripts for biweekly Medical Intel radio segment on WTOP-FM with listening audience of 430,000
- Provided creative direction on videos featuring physicians and innovative healthcare technologies
- Partnered with agencies, freelance writers and graphic designers on content creation
- Developed direct mail pieces, including brochures, postcards and case studies for referring physicians
- Managed content creation, editorial calendar and social media distribution strategy for the hospital's blog, overseeing a 47% increase in organic traffic and a 110% increase in Facebook paid traffic year-over-year
- Managed podcast program and editorial calendar for weekly episodes with accompanying blog posts
- Hosted Facebook Live broadcasts with physicians discussing newsworthy healthcare topics

Marketing Director**The Dermatology Center & Rockledge MedSpa – Bethesda, MD****May 2014 – Feb 2017**

- Led campaign to win “Best Dermatology Practice” in 2016 Bethesda Magazine Readers’ Poll
- Produced and executed monthly promotions for cosmetic services and skincare products
- Led the practice’s first influencer campaign, increasing brand awareness and social media followers
- Managed the practice’s Facebook, Twitter, Instagram and LinkedIn accounts
- Wrote, edited and proofread copy for brochures, advertorials, staff scripts and other promotional materials
- Developed email marketing campaigns and managed databases using iContact and MailChimp
- Partnered with vendor on landing page development and SEM campaign for CoolSculpting
- Created concepts for and provided designers with creative direction on print ads, brochures, and signage
- Generated analytics reports from loyalty program to facilitate sales of cosmetic services
- Planned and executed community events, including health fairs for medical organizations and businesses
- Coordinated earned media opportunities for dermatologists with local television stations
- Updated company website using WordPress
- Supervised marketing assistant

Mid-Atlantic Territory Manager**Runa LLC – Brooklyn, NY****Feb 2013 – Feb 2014**

- Sold and marketed company’s beverages to organic and natural food stores across the Mid-Atlantic region
- Managed a team of brand ambassadors responsible for performing in-store product demonstrations

Community Marketing Representative**Sunsational – East Greenwich, RI****July 2012 – Feb 2013**

Educated consumers on the benefits of Sunsational, a non-dairy beverage made from sunflower seeds

Coordinator**The August Jackson Company – Bethesda, MD****Aug 2011 – June 2012**

- Assisted in developing creative and production elements for videos, meetings and awards shows

Sports Reporter/Anchor**Charlottesville Newsplex – Charlottesville, VA****May 2008 – Aug 2011**

- Produced and anchored sportscasts for award-winning CBS, FOX and ABC affiliates
- Created weekly “Parsons’ Picks” segment aired during professional football and college basketball seasons, helping promote live sports content and increase viewer engagement with online “Pick ‘Em” contests
- Performed live reports for sportscasts and University of Virginia football pre-game shows
- Wrote stories for website and created accompanying video clips

Sports Reporter/Anchor**FOX 8 / ABC 23 – Johnstown, PA****Jan 2006 – Jan 2008**

- Produced and anchored weekend sportscasts for FOX and ABC affiliates in a top-100 market
- Shot, wrote, edited and produced packages for sportscasts
- Produced and co-anchored Penn State football pre-game show
- Produced and co-anchored "Around the Curve," a weekly half-hour show dedicated to the Altoona Curve professional baseball team (minor league affiliate of the Pittsburgh Pirates)

Anchor**ESPN Radio 1300 – Baltimore, MD****Nov 2005 – Jan 2006**

- Wrote and anchored local sports updates, covering stories of regional and national interest

Sports Reporter/Anchor**WMDT Delmarva 47 News – Salisbury, MD****July 2005 – Oct 2005**

- Wrote scripts and shot video for stories airing on ABC affiliate