

MATTHEW CERRONE

@MATTHEWCERRONE 📞 203.913.9861

◦ DETAILS ◦

203.913.9861
mattcerrone@gmail.com

◦ LINKS ◦

[LinkedIn](#)
[Testimonials](#)

◦ SKILLS ◦

Media Relations
Organizational Messaging
Copywriting, Press Releases,
Thought Leadership
Building Relationships with
Editors, Reporters
Debate Framing
Web Development (Wordpress,
Drupal, HTML, CSS))
Synthesize & Explain Complex
Information
Canva & Adobe CC Suite
Original Reporting, Interviewing
On-air Audio & Video Host, Editor

◦ PUBLIC SPEAKING ◦

Speaker, host and panelist at industry conferences, including SBJ, Hashtag Sports, NY Tech Week, Sports Business Summit, Bloomberg Sports, Facebook, NYU Journalism, Gary Vee's Social Media Week, and several New Media Expos in Las Vegas.

👤 PROFILE

Content director and former journalist with 20+ years experience in content development, editorial production, public speaking, strategic communication and storytelling, having worked with clients in fintech, sports, healthcare and political data.

📁 EMPLOYMENT HISTORY

Strategic Communications at Hirsch Leatherwood, New York City

March 2021 — May 2023

Media Relations and Digital Strategy

- Secured 10+ award nominations in Fast Company, PR Week and AdAge, 45+ articles and on-air interviews for clients and their top executives.
- Developed and maintained relationships with editors, business and trade journalists and publications.
- Created brand and content strategies, site designs, layouts, and social strategies for multiple clients ranging predominantly in fintech, sports, health and wellness.
- Creates and edited content made for all channels and formats, by way of executive thought leadership, brand content, and white papers, all written with sophistication and style.
- Defined and refined internal communication processes, creating reusable templates, and mentoring team members.

Stakeholder Relations and New Business

- Interviewed 100+ key stakeholders across dozens of companies, conducted landscape analyses to guide brainstorm and the creation of comprehensive content, brand strategy and execution plans.
- Designed brand strategies to create a cohesive language and talking points informing all messaging and content development, including pitch decks, white papers, case studies, web copy, capabilities decks and internal communications.

Director of Digital Content, Sr. Writer & Exec. Editor at SportsNet NY, NY City

September 2007 — June 2020

- Cynopsis Team Site of the Year nominee (2009, 2010, 2012, 2014).
- Emmy Award winning regional content creator (2010, 2014, 2018).
- Established and enforced unique content guidelines, while hiring and overseeing a digital newsroom of 50+ editors, hosts, writers and reporters across multiple verticals and locations.
- On-boarded and instructed 30+ veteran print journalists, hosts and reporters into CMS and social platforms, while architecting a merge from traditional TV newsroom to a digital newsdesk.
- Senior reporter and editor of 300k+ articles; on-air pundit for pre- and post-game show; host, creator, editor and producer of 10+ podcasts and online video series.
- Managed UX and design process with multiple, on-going vendors for 10+ properties.
- Implemented content strategy increasing video views (280%), unique users (180%) and audio listens (800%) during a 3-year period driving revenue beyond \$1M for first time since inception.
- Developed content marketing initiatives alongside Pepsi, Nikon, Coca-Cola, Citibank, Ford, and local New York businesses.

Volunteer at URHeard.com, Connecticut

July 2020 — Present

Life coaching for young men in middle and high school.