

ABOUT ME

My 15 years in media connect the worlds of digital content, marketing, public relations and entrepreneurship.

During that time, I've written **50,000** articles, generated roughly **1 billion** page views, developed strategies and **created** written video, audio and photographic **content** for **multiple platforms, audiences and brands.**

CONTENT PHILOSOPHY

Success goes to people who inform, not people who promote!

MOST PROUD OF

Sacrificing income (and the traditional path) to **create the revolutionary MetsBlog.com**, which helped change the way sports is covered in New York.

Growing MetsBlog in to full-time, **6-figure business** that was eventually sold to SNY & the Mets.

Parlaying the success of MetsBlog into the creation of similar niche content sites and the triple-digit growth of SNY.

Identifying multiple niche, content marketing strategies that tightened the bond between brand & customer.

TOP LINKEDIN ENDORSEMENTS

Content Strategy Public Speaking
Spokesperson Marketing Strategy
Writing Brand Development

CONTACT

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MATTHEW CERRONE

BRAND & CONTENT STRATEGIST

EXPERIENCE

BRAND & CONTENT CONSULTING
2018-PRESENT

COACHLIST.COM | CONTENT & BRAND STRATEGY

Identify company's unique **content hook**, establish a mission statement & implement strategies aimed at **brand equity, paid media & influencer marketing.**

Build & manage a team of freelancers tasked with creating and tracking informative and useful articles, podcasts and videos with the goal of acquiring clients.

PLAYBOOK INC. | CONTENT DIRECTOR, BRAND STRATEGY

Developed **niche content marketing strategies** for clients to establish expertise and stand-alone inventory.

Provided content and influencer marketing strategies to Playbook and clients, including broadcasters **Dan Patrick, Jesse Palmer** and NFL star **Steve Smith.**

Advised Company in the 2018 sale of Playbook, Inc. to **Gary Vaynerchuk's VaynerTalent.**

CASUAL | BRAND STRATEGY AND CONTENT FLOW

Enhance brand (logo, slogan, site design) and install a content calendar flowing from podcast to editorial

DIRECTOR OF DIGITAL CONTENT, EXEC. EDITOR

Created, managed design and content strategies that increased video views (**280%**), unique users (**180%**) and audio listens (**800%**) during three-year stretch..

Developed and executed editorial, video and audio content marketing initiatives with **Pepsi, Coca-Cola, Citibank, Ford, McDonalds** and local businesses.

Established unique content guidelines, considering demand, while **overseeing 40+ editors**, hosts, writers and reporters. across multiple vertices.

SENIOR WRITER, CREATOR(METSBLOG.COM)

Exclusively provide **daily content** (written, video and/or audio); serve as host, on-air analyst, photographer and one-on-one interviewer.

SPORTSNET NY
REGIONAL SPORTS TELEVISION NETWORK
2013-2017

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TECHNOLOGIES

Photoshop ██████████
HTML/CSS ██████████
Lightroom ██████████
Wordpress ██████████
Tumblr ██████████
Hubspot ██████████
Slack ██████████
Audacity ██████████
Google Analytics ██████████

SPEAKING

ON DECK SPORTS & TECH
Panelist (2018)
SPORTS BUSINESS SUMMIT
Panelist, Speaker (2017)
BLOOMBERG BUSINESS
Moderator, Panelist (2013)
GARY V'S SOCIAL MEDIA WEEK
Panelist (2013)
NYU JOURNALISM 2.0
Panelist (2013)
NEW MEDIA EXPO (VEGAS)
Panelist, Moderator (2011-2013)

for additional info & testimonials, go to mattcerr.one/resume