

Matthew Stroh

I find problems and implement solutions.

Director, Marketing Operations

Contact:

matthewstroh.com
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Port Moody, BC, Canada
1-778-387-1980

Skills:

Project management, requirements gathering, cross-functional team management, rubric-based hiring, process and task automation, web design, web development (ASP, CSS, HTML, JavaScript/jQuery, JSP, Shopify, WordPress), graphic design, and public speaking.

Apps & SaaS:

Alfred, Asana, AWS, EasyCatalog, Excel, Github, GitTower, Grammarly Business, Hazel, Hootsuite, Illustrator, InDesign, Logic Pro X, Lucid Chart, phpMyAdmin, PhotoShop, Power Apps, Power BI, PowerPoint, Salsify, Screenflow, SharePoint, Sketch, Smartcat, SublimeText, Teams, Trello, WoodWing Assets, Word, WPengine, Wrike, and XD.

Education:

Bismarck State College

AAS in Graphic Design
1999-2000 | Bismarck, ND

References:

Available upon request.

At a Glance:

My twenty-four-year career has spanned one of North America's largest vitamin and supplement companies, two separate advertising and media agencies, and a pre-press production studio. I also lead a successful 2-year consulting business focusing on Web design and development. My core interests are leading cross-functional teams, marketing operations, project management, and implementing technical solutions.

Work Experience:

Factors Group of Nutritional Companies Inc. | Coquitlam, BC

Vitamin and supplement company that manufactures brands such as Webber Naturals and Natural Factors. I have held three roles in nearly ten years.

Director, Marketing Operations | Dec 2019 – Present | Role 1 of 3

This role culminates all my years of iterative solutions implementation and team management. At the core of my work is a goal to minimize effort for my co-workers.

Key responsibilities:

- Manage 15 individuals between four disciplines, including Product Information, Project Management, Proofing & Translation and Web Development teams.
- Portfolio Management of all web, app and software projects - reporting to Executives.
- Manage vendor agreements and contracts for all web and operations activities.
- Manage and administer all WordPress and Shopify websites admin panels.
- Oversee all Marketing department standard operating procedures, work procedures and project management guidelines.

Key achievements:

- Created a culture of authenticity and integrity within my department through honest conversations, emotional and intellectual integrity, and modelling trust.
- Created and chaired several committees to solve operations problems, including:
 - Salsify for Product Information Management ("PIM") reducing retailer syndication from 4 weeks to 4 days, an 86% improvement.
 - Asana for project management codified all work procedures and daylighted all marketing staff activities – particularly important while managing remote workers.
 - Smartcat for computer-assisted translation ("CAT"), which reduced errors while more than doubling translation speed from ~250 words per minute to over 600.
 - Grammarly Business with the application of our in-house Style Guide, driving consistent language and preventing many common errors prior to proofing.
 - WoodWing Assets for creative digital asset management ("DAM"), which replaced four in-house servers, resulting in a 68% reduction in server waiting times.
- Migrated the entire 80-person Marketing division to SharePoint/Microsoft Teams and created a video training program in Ceridian Dayforce to assist in the transition.
- Built a Microsoft Power App to act as a conditionally expressive intake form, routing all marketing requests from within the company to their proper project board in Asana.
- Managed the creation of two headless e-commerce sites using Shopify Plus and AWS.

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Memberships:

Project Management Institute
Member ID: 1440806

Asana Ambassador Program
Asana.com 2023

Salsify Digital Shelf Insider
Salsify.com 2023

Pearl District Toastmasters
President and Member (#4379)
2009 – 2011

Volunteering:

Port Moody Soccer Club
Boys U08 Head Coach
Spring, 2023

Free Time:

I spend my off hours writing and recording music, practicing hot yoga, hiking, indoor climbing, and playing soccer and board games with my family.

Director, Internet Services | Apr 2014 – Nov 2019 | Role 2 of 3

Responsible for all things digital from websites and content to paid and organic media.

Key responsibilities:

- Managed all digital marketing, social media and web development staff.
- Oversaw all social media, email and web content, including legal policies and promotional contest rules.
- Managed all operational vendor agreements, including web hosting, web development as well as animation contractors, bloggers and social media influencers.

Key achievements:

- Migrated all web properties to third-party hosting, which improved performance and reliability as well as virtually eliminating all on-premises IT involvement.
- Relocated all Websites from disparate content management systems ("CMS") to a centrally located, managed hosting plan on WPengine.
- Introduced project management staff and standards to the department, which were absent at the time.

Management Consultant, UX and IA | Oct 2013 – Mar 2014 | Role 3 of 3

Member of a consulting team contracted to rebuild several flagship properties.

Key responsibilities:

- Requirements gathering, research, heuristics evaluation, reverse engineering, data and usability audits, information architecture ("IA") and user experience ("UX") design.
- Sketch boarding and wireframing as well as prototyping with HTML, CSS and jQuery.
- Oversaw assigned responsive web design and development projects.

Key achievements:

- Launched flagship Web properties for Webber Naturals, Natural Factors, and PGX natural health supplement brands.
- Devised the online adaptations of two separate weight management information programs complete with email drip campaigns using the ActOn email marketing service.

R2C Group / Respond2 | Portland, OR

Advertising and media company now known as Rain the Growth Agency. I held three roles during my decade spent there (2002–2006 and 2008–2013). I also freelanced for R2C Group with web design and development services during the 2006–2008 gap.

Manager, Interactive Services | Nov 2011 – Nov 2013 | Role 1 of 3

- Managed a team of project managers, web developers, and systems administrators.
- Web design and development with ActionScript, CSS, HTML, JS, JSP, and PHP.

Interactive User Experience Manager | Oct 2008 – Oct 2011 | Role 2 of 3

- User experience design via heuristics evaluations, wire framing, and logical flows.
- Established corporate standards for web design and coding practices.

Web Designer, Developer & Production Artist | Apr 2003 – Jun 2006 | Role 3 of 3

- Direct response e-commerce development for tracking exclusive media programs.
- Print production art for direct mail, entertainment media and client pitch decks.

View my entire work history and much more at matthewstroh.com