

MATT WURST

1.917.868.7424
New York, NY

mdwurst@gmail.com
linkedin.com/in/matthewwurst

Innovative Marketing Leader and Operational Executive Catalyst for Creative Ideation and Implementation

Senior executive and digital marketing leader who combines right-brain creativity with left-brain organizational expertise to build and lead teams that challenge convention through pioneering thought leadership and execution. Track record of re-framing marketing strategy and delivering award-winning, impactful content that drives awareness, engagement, loyalty, conversion, advocacy and bottom-line results for brands, agencies and startups. Problem-solver for all types of creative, structural, operational, financial and talent issues. Sought-after SME (social, Web3), author, speaker & media spokesperson.

PROFESSIONAL EXPERIENCE

mint, New York | Montreal

2021 - Present

White-label blockchain technology platform for brands, sports organizations, agencies, publishers, etc. to build and own token-based Web3 ecosystems. Simplified solution for minting, distribution, and experiences for marketers and consumers

Chief Marketing Officer, Co-Founder

Recruited by technical founders to lead all non-technical capabilities for martech start-up in Web3 space. Owned all aspects of corporate marketing, business development, GTM positioning, client strategy, vendor partnerships, company operations, and industry-wide education at intersection of digital marketing, creativity, and innovation.

- **Chief Web3 Evangelist:** Educated C-suite marketers, agency leaders, and industry executives on Web3 ecosystem and opportunities. Represented company as in-demand speaker at conferences, industry/private executive training/leadership events: Brand-week, ANA Conferences, Brand Innovators, SXSW, Cannes Lions, NFT.NYC, Advertising Age, etc.
- **Capability Builder:** Developed robust corporate marketing capabilities, communications, product marketing strategies, and execution to activate social/website/SEO/blog content, PR, case studies, community engagement.
- **Chief Storyteller:** Acted as both brand architect and steward by creating and telling brand stories and inviting prospects, clients, and partners to participate in Web3 narrative and help organizations compete in future.
- **Innovation Catalyst:** Created breakthrough offerings by experimenting with new tactics, platforms, tools, techniques. Clients include: NBA, Anheuser-Busch, Mars Wrigley, NFL, Porsche, MISA, ELF, OpenLocker/NIL, Axiom/SpaceX, Universal Music
- **Growth Driver:** Led business planning, engineered initial launch and sustainable growth strategy, client profile creation, lead generation, outbound/inbound management. Oversaw pre-sales process, from pitch to close.
- **Client Champion:** Aligned organization around customer centricity. Designed brief creation process, tokenomics models, creative concepts; utilized insights, feedback and market intelligence to deliver superior offerings.
- **Project Curator:** Managed pending and live projects: Operations, set-up, kickoff, timelines, ecommerce store, customer service, QA management; established agency, vendor, and partner alliances, and subcontractor process.

jellyfish, New York, NY

2019 - 2022

Jellyfish acquired Revelation/Webedia, creating fully integrated digital marketing, media, creative and tech partner focused on brand-building, performance strategy, efficiencies of scale and customizable solutions for brands worldwide.

Global Lead, Senior Vice President - Client Services

Manage multi-million P&L, inclusive of net/gross revenue, staff/vendor costs, overhead and EBITDA. Spearhead integration across 15+ acquired capability partners to create global agency, 2.0 model. Lead marketing, business development and thought leadership, recommend most effective capability to solve specific client/brand challenge.

- Led 3X growth of business segment since acquisition, expanding every current / carry-over client
- Grew existing content creation, distribution and optimization needs for brand-building and conversion
- Curated global Client Management Steering Committee to advance collaboration, best practices & growth

revelation, New York, NY (U.S. subsidiary of Webedia Group. Full exit acquisition by Jellyfish: January 2021)

Managing Director, North America

Expanded European network, Webedia, in North America, rebranding as revelation. Built brand partner model as bespoke digital solution and services extension of client marketing teams. Responsible for external and internal success.

As senior leader hired and directed client service, strategy, content, finance, HR and operations teams.

- Architected and implemented new full-funnel marketing model bringing together lifestyle and lifecycle content for top global brands, connecting consumers, culture, commerce, streamlining brand building and conversion and improving cost/value relationship while retaining high quality, improved speed and volume
- Pioneered new publishing model for brand-building to create content at scale to increase brand awareness
- Imagined new content and creative campaigns to drive owned, earned, shared and paid success

Led marketing, sales and business development, network brand messaging and communications.

- Drove \$1-\$10MM revenue and added 15 new clients in first 2 years
- Oversaw vision, execution and outcomes for all company platforms, channels and direct client engagement
- Built diversity and inclusion programs for internal teams and championed representative content for clients
- Active as member of 4A's National New Business Committee and Small Agency Leadership Council
- Clients included: L'Oréal, Sony PlayStation, J&J, Nestle, Morgan Stanley, deBeers, Revlon, Sanofi, Bayer, more

360i, New York, NY

2009 - 2018

General Manager, SVP, Head of Brand Marketing/Operations 2015 - 2018

Built agency-wide operations, resource management and project management to manage planning and execution of all interdependent processes for agency relationships and optimize creative output for clients. Developed agency approach for all scopes of work, project estimates, new business proposals, vendor and partner relations, strategic blueprinting, and employee staffing. Owned finance/P&L reporting for capability leads & executives for real-time margin, profitability analyses.

- Established agency infrastructure to scale growth from 300 to 1,200 employees, increased revenue by 400%
- Optimized pricing models for brand marketing services across integrated, social, digital & AOR retainers
- Designed network-wide centralized database for all documentation and reporting.

Advised senior clients, serving as resource for C-level business leaders, directors, managers:

- Implemented system for all new hire approvals through more accurate, and actionable budget forecasting.
- Launched first agency Content Studio combining strategy, ideation and creative development.
- Team lead or contributor for +30 Cannes Lions awards, including Grand Prix & Gold for Oreo digital/social.

Vice President, Social Marketing and Digital Content 2009 - 2015

Maintained operational oversight, strategic leadership and creative mentorship for newly created Digital Community & Brand Strategy teams, and led integration to connect social, search, media, analytics and creative teams. Developed internal processes, including establishment of objectives and KPIs, digital architecture creation, development, optimization, editorial review and client communication.

Owned relationships with 3rd-party vendors. Educated colleagues, clients and industry about trends, emerging technology, and creative.

- Created first-ever agency social media practice, comprised of 75+ social content creators, community managers, digital, strategists, analysts, designers and creative producers
- Oversaw strategy, creation, development, measurement and delivery for 250+ communities and websites
- Built digital marketing and content team that defined industry model and framework for servicing clients
- Increased client billings from \$0 to \$25MM for social and digital marketing teams in first three years in role
- Partnered with leads at Facebook, Twitter and Google to provide product input, feedback, best practices.
- Served on Facebook Marketing Council, Google Agency Advisory Board, and Twitter Partner Council.

POINT SYMMETRY

2008 - Present

Founder / Principal

Digital marketing advisory and consultancy helping start-ups, big brands and nonprofits fill in gaps on their teams with well-rounded network of thinkers, makers and connectors, providing suite of complementary services. Develop marketing strategies, brand identities, operational frameworks and content within confines of capacity, time & budget. Services include:

- Strategy, Creative Ideation, Social Marketing, Content Creation
- Communications, Public Relations and Influencer Marketing.
- Project Management, Resourcing, Operations and Finance.

WE PLAY

2008 - 2009

Managing Editor *Acquired by TeamSnap.com; Funded by Major League Baseball and Creative Artists Agency.*

Led all integrated marketing efforts, from SEO, branded partnerships, sponsorships and creative. Implemented collaborative process between engineering & management teams for development of innovative, user-engaging, and interactive social networking applications.

- Established 'voice' of WePlay by managing editorial, content, communications and user interaction strategies
- Identified and partnered with top coaching and parent experts to create and launch third-party content syndication plan

NATIONAL BASKETBALL ASSOCIATION

2003 - 2008

Senior Manager and Editor, NBA.com

NBA.com and related properties are primary and largest portal for brand-to-fan engagement in US and over 180 countries. Executed and managed all aspects of communication and marketing strategies for NBA.com, WNBA.com, NBAD-League.com

RENEGADE MARKETING

2000 - 2003

Senior Project Manager

NEW YORK METS

1999 - 2000

Communications Assistant

EDUCATION

Bachelor of Arts, University of Pennsylvania

- **Major:** Political Science. **Minors:** Communications; Marketing at Wharton School
The Daily Pennsylvanian: 4-year writer/editor for No. 1 college student newspaper in U.S.

SKILLS



4 THINGS TO ASK ABOUT



1. Which musician have you seen live over 70 times?



2. How much money did you win on a TV game show?



3. What is the book you are writing about?



4. What are the Four P's