

MATTHEW STANTON

Brooklyn, NY | 414-852-7342 | pingstanton@gmail.com | www.linkedin.com/in/pingstanton | [web portfolio](#)

COMMUNICATIONS AND DESIGN | DIGITAL MEDIA | AUDIENCE DEVELOPMENT

Experienced digital content director, designer, and manager of communications and operations. A passion for online, broadcast, and print communications that empower and connect engaged audiences. Proven record in creative interactives, writing, project management, and team building in a supportive, diverse environment.

ACCOMPLISHMENTS

- **Managed a \$130K annual advertising budget** for digital, video, and print enrollment-focused advertising, including design lead for printed materials and multiple video and keyword campaigns on Google, YouTube, TikTok, Facebook, Instagram, and a custom-built HTML targeted email platform.
- **Improved Facebook engagement** with median post reactions, comments, and shares **up 33%**.
- **Led ViacomCBS Local Media's production growth in 24 markets**, including its local news network of 23 owned-and-operated TV stations, 36 radio stations, and more than 70 other stations.
- In a 21-month span at CBSNewYork.com, **drove +77% in traffic growth and +215% monetized on-demand video views for revenue growth** in addition to helping launch the company's local over-the-top (OTT) online video streaming platform.
- Multiple **industry awards**, including the New York State Broadcasters Association Excellence In Broadcasting Award (2019), Editor & Publisher/Mediaweek Eppy Award, and four New Media Federation Digital Edge Awards.

AREAS OF EXPERTISE

Communications | Digital Operations | Audience Development | User Engagement | Media Outreach | Collaboration | Cross-Functional Teams | Website Design | D3.js, Tableau, HTML, CSS, PHP | SEO Search Engine Optimization | WordPress CMS / Web Content Management Systems (CMS) | Digital Video and Photo Scripting and Editing | Adobe Creative Suite | Strong Verbal, Written, And Oral Communication Skills | UX/UI Usability | Detail-Oriented

WORK EXPERIENCE

City University of New York, New York, NY

September 2022 – June 2023

Communications Manager, New York City College of Technology (City Tech, CUNY)

- Researched, developed, wrote, and produced written and video content for press releases, articles, ad copy, web posts, custom web pages, motion graphics, marketing programs, and social media networking sites.
- Directly produced a monthly HTML newsletter to increase the visibility of staff, alumnae, faculty, and student success, to inform the community of events, and compile both internal and external college news.
- Developed budgeting, insertion placement, and purchasing of print, video, and digital advertising and marketing materials in collaboration with enrollment management and Institutional Advancement (Development).
- Tracked City Tech-related media stories and sentiment tracking, both in website traffic and social media tools.
- Supervised an internal team of graphic designers and videographers supporting City Tech branding, special events, and content initiatives focused on admissions, enrollment, and awareness goals.
- Managed production activities, including creating technical specifications, arranging procurement of services, managing workflows and production schedules, and assuring a quality finished product.
- Coordinated with City University of New York Central Communications staff on technical social media specifications, special events, news stories, and advertising planning originating from City Tech.

Paramount (ViacomCBS), New York, NY

October 2005 - September 2020

Digital Director of Operations, CBSNewYork/New York Market

March 2017 - September 2020

- Executed digital strategy for platforms, news, digital video, social media, and audio podcasts.
- Led coordination for multimedia production integration with the debut of CBSN New York OTT streaming local news product under a new audience growth strategic direction.
- Organized built out of special projects, daily event newsletters, and a framework for alerts and updates to mobile news products (iOS/Android) and digital distribution partners.
- Rebuilt news production organization and tools to analyze and report KPI metrics after separating radio station brands and staff from the news business division.
- Responsible for staff management and editorial calendar for NYC-focused content.

CBS Local Digital Director of Operations, United States

February 2011 - March 2017

- Created key metrics reports for market managers and news division senior managers.
- Coordinated digital strategy and communications internally and externally for the executive leadership team under the division's strategic direction for more than 150 stations.
- Led cross-functional teams to develop content plans and optimization across CBS-owned companies and markets using Google Analytics, social media, and legacy analytics data tools.
- Accelerated migration of content and training to digital video and new CMS publishing platforms.
- Traveled to stations as interim market manager where needed while hiring permanent replacements for key leadership roles responsible for building search engine optimization practices, audience growth, news staff supervision, and audience engagement goals.
- Worked with the legal department on sensitive rights clearances, social media management, promotion requirements, and user-generated content initiatives tied to revenue growth and user engagement.

Executive Producer, United States

October 2007 - February 2011

- Consolidated content strategy, analytics, and SEO news planning with digital market managers.
- Led continuity as interim news director and product manager during divisional transitions.
- Coordinated with internal developers on design plan and product management of in-house content management system (CMS), product vendors, and external publishing services.
- Designed and led the development of best practices creative, promotion, and sales knowledge archives for parent CBS Corp. marketing division to drive use by creative managers and affiliates nationwide.
- Produced video web-exclusive series while field reporting from Denver's DNC and Minneapolis' RNC political conventions during the 2008 presidential campaign season.

Senior Producer, National Digital Content, United States

October 2005 - October 2007

- Led writing, editing, design, and SEO of national and global news, politics, entertainment, and sports content from local markets and other sources on constant deadline news cycles.
- Designed and led the development of internal best practices blog, training tools, and production design standards to drive content results and develop a new audience among the division's news teams.
- Published content packages to a network of news sites in 14 U.S. markets, including the top 8 DMAs.
- Managed staffing, scheduling, training, and national content team performance reviews.

EDUCATION

City University of New York Graduate Center

Expected Graduation Fall 2024

M.S. Program In Data Analysis and Visualization

University of Wisconsin Oshkosh

Bachelor of Science- Major: Journalism (accredited program); Minors: International Asian Studies, World Religions