

MATTHEW BECK

PROGRAM / PORTFOLIO MANAGER

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PROFESSIONAL PROFILE

- An accomplished, results-oriented Delivery leader with 18 years of experience gained in full-service marketing agencies and dynamic start-ups.
- Strong foundation in project management, user experience, web development, product marketing, and brand development.
- Highly regarded for managing complex initiatives for high-profile clients while driving continuous improvement.
- Proven track record of building the right team to drive value and creating order out of chaos.
- Recognized for superb interpersonal and communication skills, with the capacity to lead and mentor diverse individuals while building productive, professional relationships with clients, vendors, and colleagues.

SKILLS

PROJECT & PROGRAM MANAGEMENT

- » **Portfolio Management:** Experience directing a portfolio of projects with ~50 accounts and >100 concurrent projects totaling more than \$30M.
- » **Large Implementations:** Deep experience leading individual project budgets greater than \$5M, as well as ongoing annual retainers and business transformation initiatives with project teams of up to 50 global resources.
- » **Creative, Web, and Software Projects:** Wide variety of project types: Custom-designed websites, user research & strategy, brand definition, media strategy & execution, CMS implementations, SAAS development, and more.
- » **Process Development:** Process definition for start-ups, refinement of existing processes for mid-sized firms, Agile training and transformation, new process rollout, merger-related process consolidation.
- » **Clients Facing Roles:** Acting as the main point of contact, the implementation lead, or as an on-site representative, I have worked directly with companies such as Microsoft, Samsung, US Bank, The Gates Foundation, Pivotal Ventures, Lucid Motors, Cedars-Sinai, Twitter, Coca Cola, AT&T, T-Mobile, Con Edison, and more.

RELEVANT WORK EXPERIENCE

HERO DIGITAL - REMOTE

PROGRAM DIRECTOR

APRIL 2021 TO DEC 2024

- Oversaw a \$30 million portfolio in collaboration with account and discipline leads while managing a 23-member team of program and project management professionals.
- Primary Delivery lead responsible for new business pitches and RFP responses, working with cross-functional team leads to develop estimates and cost proposals for more than 75 virtual and in-person presentations.
- Generated detailed financial reports and projections against established program metrics and margin targets.
- Created and refined tools and processes for use by day-to-day project managers to enhance efficiency and ensure compliance with standard practices using a combination of Salesforce, Kantata, Confluence, and G-Suite.

KEY ACHIEVEMENTS

- Led the largest accounts in the company with a reputation for level-headed leadership and inclusive problem-solving.
- Built strategic client relationships to facilitate transition from a staff augmentation model to roadmap execution program, delivering consistent revenue growth year-over-year – from \$400k T&M project to a 3-year, \$5M retainer.
- Implemented a standardized skills evaluation matrix for the PMO team to self-assess and use as a benchmark for performance reviews and role leveling, while providing the Resourcing team with a matching tool for new projects.

T-MOBILE - SEATTLE, WA

SENIOR PROGRAM MANAGER (CONTRACT)

AUGUST 2020 TO APRIL 2021

- Supervised internal communications of a 150-member group, resulting in swift promotion to improve and build processes at the department level to align groups with differing schedules and priorities into a single unified plan.
- Planned and executed quarterly communication schedules, developed communication strategies and tools, and enhanced internal reporting structures for key status and measurement information.

POSSIBLE (Now VML) - SEATTLE, WA

PROGRAM MANAGER

2016 TO 2019

SENIOR PROJECT MANAGER

2011 TO 2014

- Guided marketing program activities of a \$5 million client portfolio, with primary focus on the Microsoft client account, including product launches, Testing & Optimization programs, CRM email campaigns, and vendor relationships.
- Orchestrated large-scale operations of paid-media asset creation and ad buys, video and photography studio shoots, front- and back-end website development and re-designs, and long-term data analysis and optimization plans.
- Led event planning and execution, custom art commissions, and responses to Requests for Proposals (RFPs).

KEY ACHIEVEMENTS

- Recognized as the go-to leader for tough clients, challenging implementations, and programs that require realignment to get back on track.
- Tapped to lead an onsite Agile transformation project to transition the client's team away from waterfall development to a continuous improvement model, while simultaneously leading a website redesign affecting 9 million active customers.
- Charted the development and launch of Microsoft Surface website, as well as UX and design of support section and coordination with outside vendors.

CHUTE CORPORATION - SAN FRANCISCO, CA

DIRECTOR OF CUSTOMER SUCCESS

NOVEMBER 2014 TO OCTOBER 2015

- Built the Customer Success Department from the ground-up of a Y-Combinator start-up consisting of three core teams: studio, support, and success management.
- Oversaw activities of a \$3 million portfolio, license renewals, customer satisfaction, and financial management.
- Implemented tools and reporting structures to track and improve the department's core success metrics.

ADDITIONAL EXPERIENCE

THIRD AND GROVE, BOSTON, MA (REMOTE) | **DIGITAL PROJECT MANAGER - (CONTRACT)**

Oversaw ongoing maintenance and long-term website redesign efforts for global, multi-language Drupal sites. Prepared budgeting and forecasting reports, as well as projections of resourcing, scheduling, and rescheduling. Executed front-end development utilizing HTML/CSS/PHP and content entry in Drupal CMS to meet project deadlines.

R/GA, SAN FRANCISCO, CA | **SENIOR PRODUCER**

Coordinated a \$1 to \$10 million Samsung account, including full-service marketing campaigns and live events. Planned global product release events in New York, Hong Kong, and London.

INGENUIX CORPORATION, SEATTLE, WA | **DIRECTOR OF PROFESSIONAL SERVICES**

Led the Client Services team in enterprise-level Content Management System implementation projects from conception to delivery. Conducted on-site requirements gathering and post-delivery follow-up sessions for client projects.

EDUCATION & CERTIFICATIONS

BACHELOR OF ARTS (B.A.) IN COMMUNICATIONS, CONCENTRATION IN FILM THEORY; University of Wisconsin, Madison

CERTIFIED SCRUM MASTER; Scrum Alliance, exp. 2026

PRINCE II PRACTITIONER; Scrum APMG-UK

KEYWORDS

Portfolio Management • Program Management • Agile & Scrum Methodologies • Client Relationship Management • Financial Forecasting • Pitch Presentation • Digital Campaign Management • Web Application Development • Analytics Reporting • Front-/Back-End Development • Digital Marketing Strategy • User Interface Design • Market/Audience Research • Social Media Management • Quality Assurance • JIRA • Confluence • Sharepoint • Trello • Kantata • Salesforce • Figma • Miro • Adobe Creative Suite • Drupal • BigCommerce • Shopify • Wordpress • Google Sheets • Google Docs • Powerpoint • Smartsheet • MS Project • MS Excel • CMS Implementation