

Matthew Weber

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WORK EXPERIENCE

Harvard Graduate School of Education, Cambridge, MA

Director of Digital Communication Strategy **March 2015 - present**

- Lead digital/web strategy for the Harvard Graduate School of Education
- Oversee all aspects of external video, multimedia, social, and web footprint
- Build faculty and institutional competencies around digital outreach and research exposure
- Analyze and report analytics and best practices to key stakeholders in the community
- Manage and support digital team on all aspects of development to implementation
- Creator and instructor of January Term special topics seminar "Developing Your Media Presence"

Digital Strategist/Producer **November 2012 - March 2015**

- Grew and expanded HGSE social media channels by over 700%
- Curated digital content and positioned for external outreach on new channels
- Oversaw successful launch of HGSE Capital Campaign, including strategy and vision for launch video and social engagement campaign (#througheducation)

New and Social Media Officer **June 2010 - November 2012**

- Produced, directed, and edited weekly news video for HGSE website
- Hosted and edited weekly iTunesU podcast "The Harvard EdCast"
- Collaborated with editorial team on HGSE news cycle and selecting coverage
- Designed social media strategy to position, market, and align HGSE channels with compelling content

Boston College Lynch School of Education, Chestnut Hill, MA

Admissions Fellow **August 2008 - June 2009**

- Launched 'Urban Education' web series promoting initiatives of BC in the community through new media and video
- Represented the Lynch School of Education on national recruitment trips
- Created LSOE's first media presence of digital video within the admissions process

MEDIA CONSULTING CLIENTS

Boston College
CTV
Harlem Village Academies

Harvard Business School
Harvard Innovation Lab
Harvard Kennedy School

Harvard School of Public Health
Loyola Press
LEGO

EDUCATION

- Harvard Graduate School of Education**, Cambridge, MA *Master of Education; May 2011*
Technology, Innovation, and Education
Rigorous research and study of emerging technologies,
new/social media trends, and higher education applications
- Carroll School of Management, Boston College**, Chestnut Hill, MA *Certificate of Business; July 2009*
Leadership for Change Program
One-year, intensive leadership development program
in association with the *Winston Center for Ethics*
- Lynch School of Education, Boston College**, Chestnut Hill, MA *Master of Arts; May 2008*
Higher Education Administration
Emphasis in educational recruitment through digital outreach
and student development theory
- Providence College**, Providence RI *Bachelor of Arts; May 2006*
American Studies Major
Liberal arts honors society; film concentration

HONORS

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|--|--|-----------|
| <i>Bronze Award (Photography)</i> | CASE Circle of Excellence Awards (National) | 2015 |
| <i>Gold Award (Marketing)</i> | Collegiate Advertising Awards (National) | 2015 |
| <i>EducationNext Top Twitter</i> | @hgse ranked #12, #6, and #6 respectively | 2013-2015 |
| <i>Harvard Hero</i> | Honor granted to 0.5% of all Harvard employees | 2012 |
| <i>HGSE Student Life Video Contest</i> | Winner, "The Spirit of HGSE" (3 mins) | 2010 |

PRESENTATIONS

- | | | |
|---------------------------------------|--|------|
| <i>"The Soul of Social"</i> | Harvard University Digital Communications | 2015 |
| <i>"Analytics and Branding"</i> | Harvard Kennedy School Development/ Alumni | 2014 |
| <i>"Launching a Campaign"</i> | Harvard Strategic Marketing and Alumni Affairs | 2014 |
| <i>"Media Production on a Budget"</i> | Harvard University Digital Communications | 2013 |

SKILLS

Multimedia: documentary photography, video production, video editing, audio recording (podcasts), audio editing (podcasts), narrative non-fiction writing

Digital: Google Analytics, Hootsuite Enterprise, Final Cut Pro, Adobe Creative Suite, Microsoft Office, SiteImprove, Wrike, SurveyMonkey, Salesforce, MailChimp, Mac and PC; familiar with managing complex Drupal platform and Wordpress CMS.

Personal: enjoy kayaking, movies, hiking, travelling, and writing. Published two books with Loyola Press on religious literacy/humor; avid harmonica player.