

Matthew Shepherd

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SUMMARY

Communications, planning, and scheduling professional building relationships for institutions of all sizes including 10 years leading agencies for national brands.

A passion for communications.

HIGHLIGHTS

- **Customer Focused**
- **Results Oriented**
- **High Integrity**
- **Team Player**

Experienced working with a wide variety of teams in diverse departments and professions.

EDUCATION

- **Ryerson University**
Technical Theatre Arts

EXPERIENCE

Marketing, Design & Communications

TITIKA Active Couture

- Managed communications, promos, ads, influencer collaborations, PR & social media.
- Directed brand positioning, responding to industry trends and social evolution.
- 1,250 Email campaigns with an 800% ROI (\$1.2M in gross sales).
- +330% growth in online customer acquisition in Canada, USA & Hong Kong.
- Paid ad campaigns +2.2 to 7.9 ROAS, exceeding expectations by 10% or more.
- Commissioned style and branding guides; curated over 10,000 photographic assets.
- Established first AI Usage Guidelines for internal & public communications.

New Media Strategy & Development

DN Media Group

- Deployed CMS strategies, enhancing website functionality and UI for 30+ clients.
- Comprehensive SEO with a 100% page one SERPs success rate.
- Developing new revenue streams via Affiliate Marketing.
- Developed influence marketing campaigns targeting a wide variety of audiences.
- Optimized Direct Sales lead generation & payout systems, reducing overhead.
- Developed trackable training & rewards systems to increase retention by 18+%.
- Implemented custom web apps to improve UI/UX.
- Devised Social Media strategies that expanded client brand presence & engagement.
- Managed relationships with 40+ clients, exceeding their online communications needs.

Promotions, Events & Branding

Digital Ninja - Church & Dwight Canada (agency of record)

- Pioneered Toronto's first digital agency dedicated to serving national brands.
- Led industry trends, putting clients at the forefront of digital marketing innovation.
- 27 brands, including Church & Dwight, A&H, Hill's, Crest, Trojan, Graval, and Intel.
- Contributed to consistent 5% annual growth for national CPG and OTC brands.

Media Manager

Head North Multimedia

- Adopted cutting-edge digital media formats, elevating clients' presence and visibility.
- Served high-profile clients, including Stan Lee Media, TorStar, LCL, Rotary, and PepsiCo.
- Integrated multimedia elements into corporate presentations, enhancing their impact and effectiveness in conveying key messages to stakeholders.

Head of Multimedia

Automotive Video Productions

- Pioneered interactive kiosks and support materials for dealership sales and training programs for GM, Ford, Chrysler, Dodge, Jeep, Subaru, Toyota, and Canadian Tire.
- Designed and executed the creation of the automotive industry's inaugural websites, setting the standard for online presence within the sector.
- Improved operations through multimedia-driven training and support materials.

SKILLS

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CORE SKILLS

- Communications**
 - Exceptional verbal and written communication
 - Proficient in writing, editing, and proofreading
 - Proficient in using social media and social media management platforms
 - Expertise in dynamic storytelling development
 - Public speaking, active listening, conflict resolution, interpersonal skills, compassion
- Project Management**
 - Developing and executing communication plans
 - Supporting engagement initiatives
 - Event coordination and onsite support
 - Achieving results and objectives
 - Social media, media planning, AdWords, analytics, SEO, integrated marketing
- Content Creation**
 - Data visualization, colour theory, typography, logos/icons, packaging, print, infographics
 - Photography, style guides, vectors, illustration, audio mastering, file formats, fine art
 - Photoshop, Illustrator, InDesign, Premiere, Lightroom, Audition, Canva, Corel, Tinkercad
 - UI/UX, CMS, responsive design, wireframing, apps, e-commerce, analytics, streaming, Figma
- Technical**
 - Technical aptitude for quickly learning new systems and software
 - Working knowledge of Canadian Press (CP) Style
 - Proficient in analytics and data analysis
 - Professional photography experience
 - Extensive web and social media experience
- Strategic and Analytical**
 - Strategic thinking with creativity and organization
 - Flexibility, negotiation, and political sensitivity
 - Developing efficient processes for communication plans
 - Proposing viable recommendations and knowing when to escalate
- Additional Platform Experience**
 - Proficient with Office, Google, and Libre Suites, PowerPoint, CP, and accessibility compliance
 - HTML5, CSS, JavaScript, PHP, Bootstrap, Liquid

RELATIONSHIP MANAGEMENT

- Media Relations**
 - Developing and maintaining strong media relationships
 - Proactive and reactive media relations
 - Monitoring news coverage and identifying issues and risks
 - Preparing and messaging for media interviews and responses
- Interpersonal Skills**
 - Establishing credibility and building trust relationships
 - Ethical conduct and accountability
 - Customer-focused, delivering exceptional customer-centered services
 - Active listening and creatively addressing customer needs
 - Collaborating with team members and supporting departments
 - Advising departments on public engagement and communications