

# Matthew Mroczka

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## QUALIFICATIONS SUMMARY

**Creative Project Manager** skilled in organizing the entire life cycle of written and visual communications collateral. Experienced in managing cross-functional teams to develop and implement innovative solutions based on client needs. Possess a strong knowledge of editorial and video production processes. Have an ability to evaluate and improve workflow, information systems, and policies.

### Areas of strength:

|                                                                     |                                                            |                                                                               |
|---------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------------------|
| Resource Allocation<br>Process Improvement<br>Editorial and Writing | Budget Tracking<br>Quality Controls<br>Element Acquisition | Contract Administration<br>Organizational<br>Partnerships<br>Facilities Mgmt. |
|---------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------------------|

## PROFESSIONAL EXPERIENCE

### **CONSULTANT New York, NY, Provincetown, MA & Phoenix, AZ 2002 to Present** **PROJECT MANAGER**

Managed the content, logistics and expectations of events based upon budget, theme and weather. Managed the creation and writing of print and interactive marketing and communications collateral. Partnered with clients and affiliates to select entertainment, speakers, event site, hotel accommodations, banquet arrangements, transportation, audio/visual staging and production. Coordinated contract negotiations with affiliates and vendors. Maintained budgets and change management.

### **J. WALTER THOMPSON, inc., New York, NY 1999 to 2002** **STUDIO MANAGER - JTWTO POST PRODUCTION**

Lead the post production team of the agency's in-house studio. Liaised with producers to obtain dailies and estimate each production's budget. Allocated the appropriate human resources and facilities and monitored the project's life cycle to maintain or shift the parameters as needed. Marketed the studio and its services to internal and external clients. Lead the development team in migrating to a paperless, enterprise-wide, order and billing application. Also worked as part of the company's event planning team.

### **METLIFE, INC., Scranton, PA 1997 to 1999** **COMMUNICATION / DOCUMENTATION SPECIALIST**

Collaborated as one of five key members of the division's process improvement team. Spearheaded the internal and external communications environment for the company-wide IT Help Desk. Wrote, designed and edited the division's newsletter and press materials. Participated in implementing a new database that significantly improved workflow and reduced paper usage by allowing users to access troubleshooting guides on their desktop. Made instructional presentations to Northeast offices of MetLife which facilitated the migration of all IT Support calls to the Help Desk.

**STATESWEST COMMUNICATIONS GROUP, Phoenix, AZ** 1994 to 1997

**ASSISTANT EDITOR**

Assisted the Managing Editor for the corporation's three in-flight magazines: Reno Air Excursions, Western Pacific SkyView, and American TransAir Sunsatons. Developed article ideas. Traveled to destinations to interview local offices of tourism. Conducted phone interviews as needed. Wrote feature articles on a range of travel-related topics. Checked facts and requested submissions from freelance journalists and photographers. Assisted art director as needed.

**SKYMALL, INC., Phoenix, AZ** 1993 to 1994

**MARKETING COMMUNICATIONS COORDINATOR**

Wrote all documentation and training manuals for the proprietary order and fulfillment software of the nation's largest in-flight retail catalog. Collaborated with IT to test and document all changes to the system, and roll-out the finished project to end users.

**INFOSOLUTIONS, INC., State College, PA** 1991 to 1993

**TECHNICAL WRITER / COMMUNICATIONS COORDINATOR**

Wrote all communications collateral and internal and external product documentation for award-winning software which aided in the publication production process. Pitched stories to national media when relevant. Planned the company's presence at publishing industry trade shows such as BookPub World and Seybold. Compiled press kits, media lists and clips.

|                 | <b>SOFTWARE<br/>PROFICIENCY</b> |                 |
|-----------------|---------------------------------|-----------------|
|                 | <b>Mac and PC proficient</b>    |                 |
| MS Office Suite | Adobe Illustrator               | Adobe PageMaker |
| Adobe Photoshop | Lotus Notes                     | Adobe Acrobat   |
| FileMaker Pro   | Impromptu                       | Schedu-all      |

**EDUCATION**

**BA, Journalism, Penn State University, University Park, PA, 1991**

**EDITORIAL SAMPLES ARE AVAILABLE AT:**

**[www.mattsterpiece.com/services](http://www.mattsterpiece.com/services)**