

MATT OGELBY

BRAND CONTENT + STRATEGY

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EXPERIENCE

PR Account Manager

Press Forward PR | Middlebury, VT
9/2021 - 6/2023

Brand Marketing Consultant

Ogelby Brandworks | Waterbury, VT
11/2018 - Present

Copywriter

Champlain College | Burlington, VT
1/2014 - 11/2018

Custom Furniture Maker

Ogelby Woodworks | Waterbury, VT
OgelbyWoodworks.com
1/2014 - Present

Copywriter

KSV | Burlington, VT
2/2011 - 6/2013

Copywriter

Brand Content | Boston, MA
12/2008 - 2/2011

Copywriter

FCB | New York, NY
9/2007 - 8/2008

EDUCATION

Vermont Woodworking School

Fine Furniture Immersion Program

University of Vermont

BA, English
Double Minor, Advertising & Studio Art

BRAND EXPERIENCE

Stowe Land Trust, IMBA, Starbucks, Wheat Thins, Okemo Mountain Resort, The Nature Conservancy, Efficiency Vermont, Sugarbush Resort

SKILLS

Brand Content & Strategy, PR & Media Outreach, Social Media Management, Email Marketing, Integrated Marketing, Brand Identity, Market Research Analysis

ACCOMPLISHMENTS

Creative Content & Strategy: As the content lead in **Champlain College's** internal marketing team, I acted as a brand steward—developing the messaging and strategy that would see campaigns deployed across a variety of brand channels (online content, social media ads, and print), all while maintaining congruent brand messaging and consistent brand voice across all messaging platforms.

PR & Media Outreach: As an account manager at **Press Forward PR**, I gained brand exposure through media coverage for a diverse group of clients with a focus on the outdoors and recreation. By conducting media research, developing an outreach strategy with messaging, and executing an extensive outreach campaign, I successfully earned high-visibility media placement for my clients in publications such as Bicycling, Gear Patrol, and Outside.

Social Media Content & Strategy: Portland Design Works, a boutique cycling accessory brand, sought to strengthen its brand loyalty and grow its online community. I was responsible for developing social media campaigns, content calendars, and delightfully quirky content that generated awareness around brand values, benefits, and product releases—significantly boosting their online consumer community and providing invaluable, positive brand experiences.

Brand Identity & Integrated Marketing: Resort visits were down at **Okemo Mountain Resort** and they lacked a clear brand identity. My creative partner and I were tasked with rebranding the resort through an integrated campaign. Utilizing brand research, we first identified a key brand attribute at the heart of our messaging. It was quite simple; Okemo is fun—unpretentious, joyous fun. Through every media channel, we developed concepts that exuded fun and created an engaging brand experience. We successfully guided Okemo into its next stage of brand development and stirred up a significant increase in annual resort visits.

Brand Product Launch: Starbucks sought to expand their market share and launch their brand of packaged coffee in grocery stores. Working within their marketing plan and well-established brand standards, I developed a radio campaign that leveraged humor and a compelling idea to promote product awareness. To ensure proper execution, I also managed the campaign's production through the recording and editing process. Not only did we successfully introduce a new revenue stream to a billion dollar company and a new product to consumers, we convinced people to change one of their most sacred rituals—where and how they enjoy their morning coffee.

Project Management: As the sole proprietor of a custom furniture business, **Ogelby Woodworks**, I was responsible for managing every project aspect including client communications and expectations, budgets, schedules, subcontractor relationships, and material sourcing. To this end, I utilized a variety of resources, methods, and online tools to become successful in this capacity.