

MATT OGELBY

BRAND CONTENT + STRATEGY

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EXPERIENCE

Ogelby Brandworks | Waterbury, VT
Brand Marketing Consultant
11/2018 - Present

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

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

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

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

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

EDUCATION

Vermont Woodworking School
Fine Furniture Immersion Program

University of Vermont
BA, English
Double Minor, Advertising & Studio Art

BRAND EXPERIENCE

Starbucks, Wheat Thins, National Grid, Okemo Mountain Resort, The Nature Conservancy, Vermont Dept. of Health, Kurgo Dog Products, Efficiency Vermont, Yakima Roof Racks

SKILLS

Brand Content & Strategy, Integrated Marketing, Brand Management, Brand Identity, Email Marketing, SEO, Market Research Analysis, Adobe Creative Suite

ACCOMPLISHMENTS

Brand Management: As the content lead in **Champlain College's** internal marketing team, I helped manage the brand through content strategy and execution across all media channels. To inform these communications, I developed content calendars that responded to changing recruitment initiatives, as well as corresponding content that engaged prospective students. Overall, these efforts proved to significantly elevate brand awareness across intended audiences and guide Champlain's brand evolution.

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. You can see the work we did for Okemo [here](#).

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. You can listen to the radio campaign [here](#).

Digital Content Strategy & Development: In an effort to increase online admission leads at **Champlain College**, my creative partner and I developed a microsite and brand experience. Titled, "Champlain Future Cards," prospective students could envision their successful post-Champlain career by designing (and actually receiving) their own future business cards. Once launched, performance tracking showed that over a third of the college's new online leads came through this channel. You can see the work we did for Champlain College [here](#).

Social Media Content Strategy & Development: Clover Sonoma Dairy, an organic dairy producer with over 200 million USD in revenue, sought to strengthen its brand loyalty and grow its online community. I was responsible for developing social media content calendars and delightfully quirky content that created awareness around brand values, benefits, product launches, and events—significantly boosting their online consumer community and providing invaluable, positive brand experiences. You can see some of the work we did [here](#).

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.