

Matthew Moran

Marketing & Operations Strategy · Brand & Campaign Development · Creative Integration · Organizational Growth
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Accomplished and innovative marketing and operations professional with a record of building systems that connect brand strategy, organizational structure, and measurable growth. Experienced across digital marketing, campaign management, HR and administrative leadership, with hands-on ability to design, analyze, and implement projects from concept through execution. Equally effective leading teams or collaborating cross-functionally, translating creative and technical goals into unified strategies that strengthen brand presence, streamline operations, and support sustainable expansion. Demonstrated success in leading talent acquisition, new hire onboarding, performance management, policy development, and regulatory compliance.

Professional Experience

OLDWVLF Consulting

Freelance Marketing Consultant – January 2017 – Present

- Served as a marketing consultant to small-to-medium sized businesses (SMB), cryptocurrency startups, DAO's, and multimedia narrative productions. Provided guidance and support for omnichannel digital marketing campaigns.
- Conducted market research and competitive analysis to provide insight into competitive landscape for clients.
- Designed and iterated digital marketing campaigns, including search engine optimization (SEO), pay-per-click (Google Ads), social media marketing, content marketing, and email marketing campaigns.
- Monitored and analyzed campaign performance to evaluate return on investment (ROI) and return on ad spend (ROAS), adjusted campaign budgets or messaging as needed to optimize performance.
- Maintained up-to-date knowledge of emerging technologies and industry trends.

Selected Achievements:

- Developed and executed a mixed-media art and immersive marketing campaign recognized for its innovation, later included in Douglas Rushkoff's 2018 CUNY Media Studies graduate curriculum ("Magick & Media"). Delivered a guest lecture on the project, highlighting immersive storytelling and cross-platform engagement strategies.

Okika Technologies Corp.

Marketing Director – January 2018 – December 2023

- Directed marketing and business strategy for an integrated circuits design and electronic products firm, specializing in Field-Programmable Analog Arrays (FPAAs) and System-on-Chip (SoC) solutions for analog signal processing.
- Allocated and managed the marketing budget, tracked actual versus planned expenditures.
- Designed, produced, and provided oversight of digital marketing campaigns. Defined inorganic and organic growth strategies to accelerate high priority business and technology strategies.
- Reviewed all marketing collateral to ensure alignment with brand identity and organizational vision.
- Developed marketing collateral to communicate the total value proposition of technology to customers, including total cost of ownership considerations and the breadth of products and services, from design to logistics.
- Provided input on product research and product development initiatives for novel technologies and use-case applications.
- Collaborated with engineering teams to support the development and launch of a Raspberry Pi HAT FPAA Ultrasound project, contributing to Python debugging, prototype assembly, and public GitHub documentation to strengthen brand credibility within the tech community.
- Coordinated cross-functional project management initiatives, guiding product roadmaps from market research through design, fabrication, and release to ensure strategic alignment and timely delivery.
- Delivered engaging product demonstrations and analog design software presentations for clients, students, and academic partners, enhancing customer engagement and brand trust.
- Designed and maintained the company website, investor decks, datasheets, and collateral to maintain cohesive branding across all media.

Selected Achievements:

- Developed solutions that achieved year-over-year (YOY) revenue growth while maintaining optimal cost controls.
- Contributed to the development of technology use-cases and new product launches, including a Raspberry Pi FPAA HAT. Partnered with analog design engineers throughout the design and fabrication lifecycle.

West Coast Recovery Centers

Chief Operating Officer – January 2016 – January 2018

- Partnered with the CEO and VP to oversee strategic, financial, and organizational planning, aligning growth, compliance, and operational goals.
- Directed all marketing initiatives and business development efforts, managing a cross-functional team (web designer, social media marketer, and field representative) and overseeing campaign strategy, creative production, and budget allocation across digital and print channels.
- Designed and maintained marketing collateral - including website, landing pages, print materials, and investor presentations - and integrated marketing, operations, and HR objectives to unify branding, recruitment, and program expansion.
- Developed and implemented company policies, procedures, and HR systems, including the creation of a customized HIPAA-compliant HRIS platform; led onboarding, training, performance evaluation, and employee retention initiatives.
- Researched and reported on emerging legislation affecting organizational operations to inform executive decision-making.

Selected Achievements:

- Led the organization's expansion from a men's-only to a comprehensive men's and women's dual-diagnosis treatment program, effectively doubling revenue.
- Authored the business plan and operational model that supported the expansion and secured Joint Commission accreditation.
- Standardized companywide processes and documentation to ensure compliance and sustained growth.

Administrative Director & Residential Care Associate – August 2015 – December 2016

- Standardized and documented company policies and operational workflows.
- Implemented performance improvement processes and standardized HR processes.
- Assisted in developing, testing, and launching HIPAA compliant employee management systems.
- Partnered with the Program Director to plan and administer staff training programs to maintain compliance with Joint Commission and DHCS regulations and protocols.

Educational Background

Evergreen State College

Bachelor of Arts, Psychology

Relevant Skills

- **Web & Technical Marketing**
WordPress · HTML5 · CSS · JavaScript (for site edits, tracking, & tag configuration) · Python (scripting familiarity) · GitHub (version control & collaboration)
- **Software & Platforms**
Adobe Creative Suite (InDesign, Photoshop, Illustrator) · CRM Platforms · Microsoft Office (Word, Excel, PowerPoint) · HRIS Systems · KIPU · cPanel · CloudPanel · Hootsuite · Zoho · Mailchimp
- **Cloud & Infrastructure**
Amazon Web Services (AWS): EC2 · Lambda · S3 · RDS · Route 53 · IAM · CloudFormation
- **Analytics & Optimization**
Google Analytics (GA4) · Google Search Console · Tag Manager · Meta / Facebook Analytics · Campaign Performance Tracking · KPI Measurement & Reporting
- **Digital Marketing Channels**
Search Engine Optimization (SEO) · Pay-Per-Click (PPC) · Social Media Marketing · Email Marketing · Content Marketing · Google Ads (AdWords) · Meta Ads · Reddit Ads