

MATT KLEIN

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Studying the effects of the internet on mind, behavior, culture and business while creatively working with brands

M&C Saatchi Mobile

02/2016 – Present

Research Strategist (Capital One, Amazon, Microsoft, Univision, Snap Kitchen, Planned Parenthood, pitch work)

- Interpret and develop insights kickstarting creative strategies, leveraging primary/secondary research
- Pitch new business, design presentations, visualize data, and manage client relationships
- Lead research studies by writing qual. surveys, analyzing quant. results and presenting findings to clients
- Write trend POV's and a daily news briefing, covering business, tech and web-culture headlines

PRSNL Branding

06/2016 – Present

Founder

- Currently building the first creative digital agency for emerging professionals' online identities
- Develop materials and a consultancy program to effectively position individuals across the social web
- Engage in extensive social listening to discern market needs and consumer sentiment informing offerings
- Obtain intimate insight into management, legal, recruiting, customer experience and partnerships

Klein Freelance

2011 – Present

Volunteer Consultant & Contributor (Budweiser, HBO, Mark Cuban, Warby Parker, Electric Objects)

- Collaborate with established businesses and guest write on marketing strategy and cultural trends
- Head "On Advertising" as Editor in Chief, Medium's largest, open publication related to advertising
- Engage in usability testing and obsessively stay on top of emerging trends across verticals
- Experiment with IoT devices, build chatbots and websites, and attend conferences and festivals

L2 Inc.

08/2015 – 12/2015

Strategy Analyst (Verizon, Carrefour, L'Oréal, Lands' End, Hugo Boss, Sandro & Maje)

- Collected extensive data to craft comparative analyses of brands' digital marketing performances
- Prepared recommendations for web, e-commerce, mobile, app, email, search and social strategy
- Analyzed brand's site, mobile and app user experiences, and mocked product recommendations
- Presented benchmarks, research insights, and best-in-class industry innovations to global clients

R/GA

06/2015 – 08/2015

Mobile & Social Planning (Google, Johnson & Johnson, Verizon)

- Contributed to strategy briefs and social playbooks, effortlessly juggling multiple projects at once
- Swiftly filled in as a Social Community Manager and evaluated the mechanics of live campaigns
- Conducted social innovation research, discovering how to creatively misuse social platforms
- Wrote for FutureVision, a trend spotting division, covering how brands are embracing change

Independent Research Grant

08/2014 – 04/2015

Online Sharing & Self-Presentation

- Received a grant and studied online behavior and identity construction via branded viral videos
- Performed background research, considered testing methodologies, and managed participants
- Devised a qual. study, analyzed data and supported my hypothesis with statistical significance
- Discovered self-presentation as the strongest motivator of sharing, refuting past research

Franklin & Marshall College

B.A. Psychology and Film & Media Studies

Concentration: Online Behavior

- Honors in Psychology and Film & Media Studies
- Psi Chi Honor Society in Psychology Inductee
- Danish Institute Strategic Comms Scholarship
- 15+ festival, art show and museum selections

Selected Writings

- [Cyberbullying](#) - TechCrunch
- [Mobile Expression](#) - Medium
- [Future of Storytelling](#) - Virgin

Passions

Wine studies, drumming, documentaries

Platforms: Powerpoint, Keynote, Excel, Qualtrics, Photoshop, Final Cut, SPSS, SQL, NetBase, Squarespace, MailChimp, AdWords Certified, Google Analytics, eMarketer, Social channels, etc.