



# MATTHEW NAPOLI

✉ [m.napoli765@gmail.com](mailto:m.napoli765@gmail.com) [in linkedin.com/MattNapoli](https://www.linkedin.com/MattNapoli) ☎ (908) 406-1143



**PORTFOLIO**

Accomplished Design and Operations manager in a marketing agency setting focused on growth and optimization across B2B and B2C industries. Working knowledge of Brand Strategy, Paid Advertising (Social & Google), Organic Social Media, SEO, and email marketing.

## EDUCATION

Thomas Jefferson University,  
Philadelphia, PA  
B.S. Industrial Design  
Interactive Design Focus  
Honors College  
GPA: 3.62

## PROGRAMS

Adobe Suite  
Microsoft Suite  
Google Suite  
Asana  
Accelo  
Shopify  
Wordpress  
Elementor

## SKILLS

Project Mangement  
Branding  
Graphic Design  
Social Media Mgmt  
Trend Analysis  
Market Landscape  
Relationship Management  
Team Mangement  
Account Strategy & Planning  
Data Analysis & Reporting  
Presentation Skills  
Website Development  
Planning

## CERTIFICATIONS

Google Ads Search  
Google Analytics

## EXPERIENCE

**Adapting Social**  
*Feb 2019 - Present*

**Design Operations Manager** *Oct 2021 - Present*

- Spearheaded cross-functional teams across design, marketing and sales, achieving unified project goals through collaborative efforts.
- Nurtured client relationships with a focus on ROI, satisfaction, open communication, and transparency.
- Streamlined project delivery timelines by 15% through the implementation of design systems and processes.
- Data analysis efforts led to actionable insights, driving improvement in overall project performance.
- Facilitated successful collaborations with external vendors and partners, aligning objectives and ensuring timely deliverables.

**Graphic Design Manager** *Oct 2019 - Oct 2021*

- Facilitated client consultations to understand branding needs and goals, leading to tailored design strategies and brand guidelines that resonated with client visions.
- Navigated the creative direction of campaigns to meet clients' marketing objectives, contributing to a 21% increase in campaign engagement rates.
- The introduction of a monthly design chat opened avenues for exploring new design trends and technologies, cultivating a culture of continuous learning and innovation.

**Graphic Designer** *Feb 2019 - Oct 2019*

- Bridged collaboration with marketing teams, crafting diverse campaigns across print and digital platforms for cohesive brand representation.
- Assisted in the creation of visual brand identities, achieving consistency and resonance with target audiences.

Soltech Solutions

**Product Design Specialist (Part time)** *Aug 21 - Present*

- Performed market analysis unveiling gaps and opportunities in the indoor plant lighting space, informing development of a new product line.
- Collaborated with engineering teams and overseas manufacturers to design and develop the Grove bar light.
- Supported in house marketing teams to brand and advertise the new product line leading to a sold-out presale and resulting to a 18.7% increase in overall company sales.

QVC, Westchester PA

**UX & Web Design Intern** *May - Sep 2017*

- Contributed to design initiatives for mobile e-commerce applications, enhancing the user interface and experience.
- Insights from conducted A/B user testing scenarios provided a foundation for design optimizations within the QVC mobile commerce app, elevating user engagement and satisfaction.
- Lead a team of interns to develop a campaign focusing on brand collaborations using EBM and AR which went on to win First Place in the Innovation project category.

## RECOGNITION

Adapting Social Internal Process Committee 2021  
Adapting Social "Most Valuable Player" 2019, 2020  
Kanbar Scholarship Recipient: '14 - '18

Jefferson University Dean's List: '16 - '18  
QVC Innovation Intern Project '17: 1st place  
IES Design With Light '16: 3rd place



To Whom It May Concern,

It is with profound respect and genuine admiration that I write this letter of recommendation for Mr. Matthew Napoli. As the Chief Operating Officer at Adapting Social, I have had the distinct privilege of working closely with Matthew over the last four and a half years, where he was hired as a Graphic Designer, working his way up to our Senior Project Manager.

Matthew's acumen in project management is nothing short of exceptional. As a Senior Project Manager, he has been instrumental in steering complex projects to fruition, maintaining a delicate balance between time, resources, and scope. His adeptness at coordinating cross-functional teams, managing stakeholders, and mitigating potential risks is a testament to his expertise and dedication.

One of Matthew's most commendable attributes is his leadership style. He leads with empathy, ensuring that every team member is aligned with the project's objectives, while also feeling valued and supported. This approach has not only resulted in successful project deliveries but has also fostered a culture of collaboration and mutual respect among team members.

Continuous improvement is a hallmark of Matthew's professional journey. He consistently seeks opportunities to further enhance his skills, be it through certifications, workshops, or industry seminars. This commitment to learning has a dual benefit: it keeps him at the forefront of project management methodologies, and it infuses our team with best practices and innovative approaches.

In the dynamic world of project management, where change is the only constant, Matthew has consistently displayed an ability to navigate challenges with grace and agility. He views every obstacle as a learning opportunity, ensuring that our projects not only meet but often surpass their initial objectives.

I wholeheartedly recommend Matthew for any role he pursues in the future, knowing that he will bring the same dedication, expertise, and passion that he showcased at Adapting Social.

If you wish to delve deeper into his contributions or need further insights, please do not hesitate to reach out to me.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Lafelice', written in a cursive style.

Christopher Lafelice  
Chief Operating Officer  
chris@adaptingsocial.com