

Matthew Napoli

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Accomplished design and project 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. Freelance experience in web & product design.

PROFESSIONAL EXPERIENCE

Adapting Social, LLC., Point Pleasant, NJ 2021 – Present **Design Operations Manager**

- Spearhead cross-functional initiatives between design, marketing, and sales departments to achieve cohesive project goals, emphasizing strategies that boost sales and market reach.
- Cultivate and deepen client relationships, focusing on maximizing ROI and enhancing customer satisfaction, critical for sales growth and client retention.
- Enhanced project delivery efficiency by 15% through the development and implementation of streamlined design systems, contributing to faster sales cycles and client turnaround.
- Conduct comprehensive data analysis to identify trends and generate insights, directly informing sales strategies and marketing solutions that improved project performance metrics.
- Orchestrate successful partnerships with external vendors, ensuring alignment with sales objectives and securing timely contributions to collaborative marketing efforts.

Adapting Social, LLC., Asbury Park, NJ 2019 – 2021 **Graphic Design Manager**

- Facilitated client consultations to understand branding needs and goals, leading to tailored design strategies and brand guidelines that resonated with client visions.
- Developed a branding strategy package to align client brand positioning with marketing objectives and strategies, contributing to a 21% increase in department profitability.
- Introduced a monthly design chat opening avenues for exploring new design trends and technologies, cultivating a culture of continuous learning and innovation.

Adapting Social, LLC., Asbury Park, NJ 2018 - 2019 **Graphic Designer**

- Collaborated closely with marketing teams to develop versatile campaigns across various media, ensuring unified brand messaging that supports sales objectives.
- Managed design projects for over 50 clients.

Soltech Solutions., Bethlehem, PA 2021–Present **Product Design Specialist**

- Conduct thorough market analysis to identify unmet needs in the indoor plant lighting space, leading to the strategic development of new, successful product lines.
- Collaborate with engineering and manufacturing teams to bridge product design with user needs, translating user feedback into enhanced usability and sales.
- Partnered with marketing to develop branding and advertising strategies, resulting in a fully subscribed presale event and an 18.7% surge in company sales figures.

EDUCATION

Thomas Jefferson University, PA 2018 • **Bachelor of Science, Industrial Design & Interactive Design: 3.6**

SKILLS

Branding · Project Management · Graphic Design · Web Design · Product Design · Google Analytics · Google Search
· Social Media Management · Data Analysis & Reporting · Market Landscape · Team Management · Adobe Suite ·
Wordpress