

VANESSA C. MATTHEW

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PROFESSIONAL SUMMARY

Dynamic integrated marketing strategist and brand leader with 20 years of experience advising executive teams at the intersection of insight, strategy, and storytelling. I align organizational marketing priorities with stakeholder realities to drive cohesive positioning and measurable growth. In nonprofit settings, I have partnered with executive leadership to shape data-informed marketing direction and guide cross-functional execution. My experience includes leading digital transformation initiatives, multi-million-dollar campaigns, high-performing teams, and AI-integrated workflows to strengthen marketing performance and operational efficiency.

PROFESSIONAL EXPERIENCE

Founder, CMO, CTO

Messaging Oracle™ • Remote • April 2025 – Present

- Leveraged an AI-automation workflow platform to generate AI-powered strategic brand assets—psychographically-rich brand strategies, audience personas, and brand voice guidelines—in minutes, driving faster execution of marketing initiatives
- Masterminded go-to-market strategy, including brand positioning, email marketing, website design, website copywriting, referral partner program development, funnel strategy, and social media content strategy

Senior Communications Strategist

Donorly • Remote • May 2023 – Apr 2025

- Spearheaded fundraising as VP of Development and Communications for Undue Medical Debt, overseeing donor communications to raise \$22M, abolishing \$2.2B in medical debt in one year
- Directed fundraising communications and led website overhaul for New Federal Theatre, a legacy Black theatre company, increasing membership and raising \$550K in unrestricted funds
- Wrote and managed grant proposals, securing \$300K in institutional funding for New Federal Theatre
- Authored and designed a \$7M capital campaign case statement for the GeoKids Early Childhood Development Center, used to secure funding for a new center in Menlo Park, CA
- Planned and executed multi-channel marketing campaigns to drive revenue growth
- Engineered multi-year growth strategies with defined revenue targets and retention metrics

Graduate Instructor – Brand Equity Management, Market Research & Analytics

West Virginia University • Remote • Oct 2021 – Jan 2023

- Taught graduate-level courses in brand equity management and market research analytics
- Instructed students on market research, audience insight synthesis, and brand strategy development

Strategist & Marketing Consultant

VCM Strategies • Remote • July 2018 – Present

- Developed brand strategies for B2B and B2C organizations in the public sector, healthcare, finance, consumer packaged goods, and professional services, guiding website and social media content creation
- Collaborated with leadership teams to define growth objectives and prioritize go-to-market strategies
- Delivered executive-ready reports and insight narratives using dashboards and performance summaries
- Constructed personas from primary and secondary research, including creating survey designs for IDIs
- Designed 20+ strategy-first Wix websites with SEO enhancements, backend programming, and copywriting

- Selected clients: Warner/HBO—Scene In Black, Experience Harlem/Harlem Boys & Girls Club, Harlem Entrepreneurial Fund, Fund Black Founders, National Association of Women Business Owners

Marketing Manager

Harlem Commonwealth Council • New York, NY • May 2016 – Jun 2018

- Built and led HCC's entire marketing function from the ground up as a one-person department, overseeing campaigns, collateral, digital marketing, events, and public relations across 12 programs simultaneously
- Elevated HEF from a hidden program within HCC to an independent brand with its own messaging, contributing to a 25% increase in loans and 76% growth in lending clients within six months of repositioning
- Boosted program participation by 64%, doubled email subscribers, and grew digital engagement 5x in one year through integrated marketing across channels
- Drove 52% website traffic growth with SEO-focused content and a redesigned digital experience. Increased program-specific digital campaign engagement by 62%
- Increased social media engagement markedly across Facebook, Twitter, LinkedIn, and Instagram, including growing HCC's Instagram audience from 0 to 1,500 in 6 months
- Managed 3 marketing consultants for public relations, community marketing, and photography

Senior Global Market Research Analyst

Ketchum Public Relations (an Omnicom company) • New York, NY • Apr 2014 – May 2016

- Supported global brands and Fortune 500 clients through qualitative and quantitative research
- Contributed to thought leadership studies on executive communication, earning a SABRE Award
- Translated research findings into actionable client messaging and positioning recommendations
- Presented insights to executive stakeholders, influencing national and global communications

Previous Experience

- **Associate Director of Communications** • Animal Care Centers of NYC • Jul 2010 – Jun 2013
- **Special Events Manager (Contract)** • Girls Incorporated • Dec 2009 – Mar 2010

KEY SKILLS | TECHNICAL & PLATFORM FLUENCY

Marketing Management & Storytelling: Cross-channel campaign measurement (paid, earned, social, and owned). Evaluated creative performance, clear narratives, emotional framing, and CTA impact to inform optimization and strategic pivots. **Tools:** Social Media Management (Sprout Social, Hootsuite, SmarterQueue, Later, Buffer, Meta Ads Manager, ManyChat); Email Marketing (ActiveCampaign, Mailchimp, Constant Contact, GetResponse); Design (Adobe Photoshop, Canva Pro, PowerPoint, Keynote, Slides)

Leadership & Cross-Functional Enablement: Executive-facing narratives, presentations, and stakeholder communications that connect data, audience insight, and strategy into clear guidance.

Project Management, Productivity & Office Tools: Asana, ClickUp, Trello, Slack, Notion, SharePoint, Otter, Miro, Microsoft Office Suite, Gemini, Claude, ChatGPT, Perplexity, Gamma, PicLumen, Zapier, Make

EDUCATION & CERTIFICATIONS

Master's in Integrated Marketing Communications • West Virginia University, Summa Cum Laude
 Certificate in Brand Strategy • Marty Neumeier's Level C
 Bachelor's in Political Science • Tufts University