

# MATTHEW DUCHESNE

AUDIENCE DEVELOPMENT / SOCIAL ADVERTISING DIRECTOR

## EXPERIENCE

**Director, Paid Social, Vox Media**

April 2021 to Present | New York, NY

- Drive \$11.6M+ in yearly ad revenue through go-to market social media strategies for advertisers and editorial brands
- Mentor and lead a team of seven social media strategists and campaign managers, including day-to-day task oversight and career development
- Develop Vox Media's social ad product stack and strategy, and drive social-first advertising program sell-through in partnership with Vox Media's Sales team
- Execute social marketing activations for Vox Media's editorial tentpole events, such as Vulture Festival
- Create and communicate internal POVs on emerging social media platforms, strategies and tools

**Manager, Paid Social, Vox Media**

October 2017 to April 2021 | New York, NY

- Managed a \$3M+ yearly paid social media budget for ad campaigns across tech and luxury businesses
- Activated and optimized paid social campaigns to achieve high performance and healthy margins
- Communicated campaign success to external client stakeholders, including generation of performance insights and advertising best practices
- Assisted in development of social ad creative and best practices with Vox Media's in-house creative studio

**Senior Associate - Paid Social, Spark Foundry**

August 2016 to September 2017 | New York, NY

- Led paid social media strategy and activation for advertisers within tech, CPG and retail verticals
- Analyzed social ad performance metrics and generated insights to bring to client stakeholders

**Social Media Strategist, Havas**

June 2015 to July 2016 | New York, NY

- Led social media strategy and community management for Havas Worldwide's global social media accounts
- Managed a detailed social content schedule
- Activated and optimized paid social media campaigns

## CONTACT

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## SKILLS

**Ad Platforms** - Meta, TikTok, Google, LinkedIn, Reddit and Twitter/X Ads, Roku TV, DCM, Moat

**Adobe Software** - InDesign, Illustrator, Photoshop

**Analytics / Social Tools** - YouTube, Measure Studio, Dash Hudson, Sprout Social, Hootsuite

**Web Tools** - Asana, WordPress, Mailchimp, comScore, Chartbeat

## EDUCATION

**BA in Journalism, Certificate in Magazine Production**

Graduated May 2015 from **Webster University**, St. Louis, MO with honors

• Study Abroad: Leiden, The Netherlands, May-September 2014

## AWARDS

**College Magazine Gold Crown**

Columbia Scholastic Press Association

**Finalist - Best Feature Writing**

Society of Professional Journalists

## EXTRACURRICULAR

**Employee Resource Group Lead, Queer Vox Club**

October 2017 to Present

- Organize events, panels and networking opps for Vox Media's LGBTQ employee resource group