Matthew F. Fox

Information Technology and Digital Marketing Professional

Hands-on leader with over 2 decades experience in digital marketing, web development, IT operations, digital & print publishing, and strategic planning in fast-paced environments.

MSP Media Network
2023-2024

POSITION
Creative Director

REPORTED TO
CEO

Content production group focused on informing the MSP community and providing services to vendors and related entities

MSP Dispatch was ranked #2 most popular YouTube channel for MSPs by Syncro in 2023

- Creative direction and strategy for online content programming and client services
- Management of a team including graphic designers, web developers, media editors, and content creators
- Design and production of digital and physical client assets including conference booth layouts
- Planning and production of industry-focused webinars, online discussions, and other live activities
- Production, editing, and publishing of regularly scheduled live-streamed and recorded programming
- Planning and execution of in-person events including an MMN-hosted pre-day at MSPGeekCon 2023

Valiant Technology
2017-2023

POSITION
Creative Director

REPORTED TO
President

Award-winning Managed Services Provider for creative, nonprofit, and professional service industries across the continental United States

Ranked among top 10 best MSP websites in 2019 by ninjaOne, thevaliantway.com

- Design, development, and maintenance of digital properties and supporting infrastructure
- Planning and execution of inbound marketing, lead-generation, social media, and content strategies
- Planning and production of weekly live stream including strategic partners and industry leaders
- Execution of co-branded campaigns with Microsoft, Dell, Quantum, SonicWall, Kaseya, ninjaOne, etc.
- 2018 brand refresh, creation of guidelines, and sales and marketing asset production
- Implementation of HubSpot CRM, integration with multi-service lead generation/nurturing workflows
- Design and maintenance of cloud-based HIPAA compliant infrastructure for major pharmaceutical clients

Valiant Cloud
2015-2017

POSITION
Senior Developer

REPORTED TO
President

Bespoke Disaster Recovery as a Service provider, subsidiary of Valiant Technology

- 2016 rebrand including website relaunch and refresh of all sales and marketing assets
- Planning and execution of social media and lead generation strategies
- Implementation of development workflow including version control, testing, and automated deployments
- Development of customer portal front-end; a JavaScript-based SPA web app powered by a REST API
- Development of customer portal back-end integrated with deployed tech stack for detailed reporting
- Provided web development and infrastructure planning services for Valiant Technology clients

Mediabend Capital
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Grouppo Diego Della Valle
2013-2015

POSITION
Director of Digital Technology

REPORTED TO
CEO & COO

Digital media publisher targeting audiences seeking exclusive luxury fashion, entertainment, and travel offers

- Project lead on redesign of all online properties including usability, accessibility, and SEO optimizations, improving both page load times and organic traffic levels
- Design and development of ItalianTouch USA's corporate website and custom plugins to enable integrations with other properties
- Infrastructure rebuild and segmentation to accommodate tenants while decreasing spend by 28%
- Redesign of highly available web/ecommerce infrastructure optimized for secure transactions, flexible advertising capabilities, and resource scaling based on site traffic patterns
- Management of technical vendors, service contracts, and development partners
- Production of advertising units for brands including TOD's, Hogan, Roger Vivier, Fay, and David Yurman

Latina Media Ventures

2007-2013

POSITION
Director of IT
& Digital Media

REPORTED TO
President

Publisher of Latina Magazine with a readership of over 2 million in the US and ranking No. 1 in total advertising pages among Hispanic publications

2009 Webby Awards Honoree: Websites and Mobile Sites Community, latina.com

- Infrastructure rebuild, including a hybrid VoIP solution, improving operational continuity, staff access to resources, and security while decreasing operational expenses
- Implementation of secure remote access and messaging systems to enable connectivity to accommodate increased mobility of editorial and production staff members
- Vendor management for technology, production equipment, and office equipment providers
- Lead on 2010 thelatinkitchen.com launch, defining requirements and vision, budget, and timeline
- Lead on 2009 latina.com relaunch, raking no.3 in magazine websites for fashion/lifestyle information by Media Industry News
- Established digital brand presences for print publication via Google, Flipboard, and Amazon partnerships
- Provided ad trafficking (DFP) support and revenue optimization strategies based on site traffic data

National Foundation for Teaching Entrepreneurship

2000-2007

POSITION
IT Manager

REPORTED TO
CFO & COO

NFTE teaches entrepreneurship to young people from low-income communities to enhance their economic productivity by improving their business, academic and life skills

2005 CODiE Awards Finalist: Best Secondary Education Instructional Solution, BizTech 2.0

- Design, development, and maintenance of NFTE digital properties and intranet
- US Technical lead, BizTech 2.0 - an online entrepreneurship curriculum and business plan creation platform
- Rebuild of corporate network consisting of 18 sites and 3 datacenters
- Design and implementation of highly-available Microsoft Exchange architecture with nodes at NYC headquarters and strategically-selected west coast datacenter
- Documentation and testing of business continuity system and warm site in collaboration with Veritas, Microsoft, HP, 3COM, and Neverfail
- Planning and execution of migration from SAGE to Blackbaud fundraising and accounting systems
- Maintained service vendors, technology partners, and NYC/HQ IT operations budget

Education & Related

REFERENCES
Available upon request

- HubSpot Inbound & Contextual Certifications, 2019
- Microsoft Certified Systems Engineer, 2000 & 2003 (early achiever)
- San Diego State University Distance Learning, 2003
- NFTE/Babson Certified Entrepreneurship Teacher, 2001
- Pace University - Computer Science, 1999-2000

- Kaseya Professional Services Advisory Council member, 2021-2022
- Automotive High School (NYCDOE) Technology Curriculum Advisory Board Member, 2001-2002