

Matt Dorville

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Profile

- Senior member of a multi-million dollar Media company.
- Experience product managing and building growth strategies based on SEO/SEM strategy for the relaunch of a national brand.
- Co-Founded and developed an all in one site for book lovers (www.criticsandwriters.com) with a constant flow of interviews, event dates, and book reviews.

Experience

GENERAL MANAGER

FLAVORPILL MEDIA – October 2013 - Present

- Senior manager of Flavorpill Media, in charge of Editorial and Operations.
- Led a product and operations team for the future rebranding of Flavorpill including SEO growth, operational enhancements, and editorial refocusing.
- Built social media, organic traffic and PPC campaigns for sales agreements in national and local markets, increasing both traffic and revenue.

DIGITAL PUBLISHING ANALYST

OXFORD UNIVERSITY PRESS – December 2011-October 2013

- Created successful SEO strategies for a multitude of Oxford sites, increasing their pageviews by over 200% in monthly traffic.
- Product and project managed multiple Oxford sites including Oxford Bibliographies, Oxford Music, Oxford Art, Oxford Biblical Studies, Oxford Islamic Studies, and African American Studies.
- Worked closely with social media directors to establish community in brands to grow discoverability for each product.

ONLINE EDITOR

OXFORD UNIVERSITY PRESS – August 2011-December 2011

- Reviewed quality content, HTML, CSS, and XML for Oxfordbibliographies.com
- Contacted professors, editors, and developers to update the best content and functionality on Oxford Bibliographies.

CO-FOUNDER

CRITICS & WRITERS – April 2010-Current

- Founded a website, with a personal CMS system to aggregate book reviews, list authors on tour and highlight independent bookstores that is followed by a book loving community.
- Designed, wrote, and implemented code for Critics and Writers.

SEO CONSULTANT

REFORM DIGITAL – November 2010-August 2011

- Carried out SEO strategies, including keyword content optimization, link building and site enhancements for high level B2B clients including Getty Images, Unbiased.co.uk and SocialGO.

Education

SAN FRANCISCO STATE UNIVERSITY, SAN FRANCISCO, CA

M.A. English Literature – August 2012

CAL POLY UNIVERSITY, SAN LUIS OBISPO, CA

B.A. History – May 2002

Skills

SEO, SEM, XML, HTML, PHP, CSS, CMS, SQL, Javascript, Photoshop, Word, Excel, Project, Powerpoint, Tumblr, Wordpress, Sailthru, Google Analytics, Optimizely, Kiss Metrics, CoreMetrics, Urchin, Omniture, Chartbeat, Tableau