

Matthew G. Knell

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Objective

A senior position in a challenging company that views the Internet as critical e-commerce or communication channel.

Summary

Over 10 years of business and technology experience in all aspects of the web as an e-commerce, marketing and communications medium, with specialties in product management and development, strategy, website design, production and project management.

Recent Experience

November 2007 to Present – Senior Manager, Social Media Product Development, MTV Networks / New York, NY

- Manage integration and product development of Flux social networking platform with a wide range of MTV Networks and Viacom brands including Comedy Central, MTV Tr3s, CMT, and VH1.
- Design user interfaces for Flux social media platform including updated user profiles, member management and link sharing functionality.
- Product liaison for think.mtv.com social activism platform.
- Review competitive marketplace for advances in social media technology to apply to platform tools.

June 2007 to November 2007 - General Manager, jetblue.com / JetBlue Airways, Forest Hills, NY

- Strategic and product management and development of jetblue.com website, responsible for 80% of JetBlue's total flights sold and \$2.5 billion in revenue annually.
- Management and development of JetBlue user experience.
- Website analysis using Omniture SiteCatalyst.
- Partner relationship management and development with key partners (WLH, Hertz, Expedia)
- Manage development of new travel purchasing flow with projected 20% incremental revenue growth.
- Define and launch Web 2.0/Social Media integration strategies.
- Interface with IT, Marketing and Reservations teams to assess customer needs and develop relevant solutions.
- Interface with creative agencies to ensure on-time delivery and integration of third-party website design and development.
- Manage team of three production coordinators in day-to-day website operations.

January 2006 to June 2007 – Manager, Internet Marketing / JetBlue Airways, Forest Hills, NY

- Product design and development of jetblue.com products, including wireframes, information architecture, requirements documentation and statements of work.
- Managed all aspects of complete redesign and relaunch of jetblue.com website streamlining content and increasing conversion ratio by 20%.
- Launched Interwoven TeamSite content management system for use with JetBlue website.
- Launched JetBlue Cruises product with nearly one million dollars in incremental revenue.
- Launched customer self-service informational portal reducing call center volume by more than 40%.
- Review new and emerging Internet technologies for relevance to current business objectives.

January 2004 to January 2006 – Sr Internet Analyst / JetBlue Airways, Forest Hills, NY

- Day-to-day content management and promotional development for jetblue.com website.
- Led enterprise content management system RFP from research to final vendor selection.
- Lead implementation architect for Omniture SiteCatalyst installation on internal and external facing websites.

October 2003 to January 2004 – Associate Producer / Scholastic, New York, NY

- Interfaced with design, development and content teams to meet strict project deadlines for new million-dollar Learning Management System.
- Managed internal Scholastic design team through design revisions to final approved Learning Management System design.
- Wrote, maintained and updated system extensive functional specifications documentation.

July 2001 to August 2003 – Project Manager, Sprinks / About, Inc, New York, NY

- Designed and deployed million-dollar custom advertising distribution system for distributing advertising content units.
- Managed deployment of patent-pending search advertising e-commerce platform.
- Wrote implementation specifications for partnership deals for over 500 partners.

March 2000 to July 2001 – Production Coordinator / About, Inc., New York, NY

- Constructed banner advertising tags for implementation on a large number of partner websites using HTML, JavaScript, CSS, Apache Server Variables, XML, XSL and RSS formats.

Specialized Skills

Product management, e-commerce, UI/Interaction design, visual design, information Architecture, project management, client-side design and development

Education

Pace University, Bachelor of Science, Information Systems, *cum laude*, 1996-2000

New York University, Basic Project Management, 2003

Patents Pending

US Patent Application Number 10/309,332 - *Method and system for providing advertising through content specific nodes over the internet*, filed January 22, 2004.

Awards and Recognition

2007 - *Best in Class Award : Airline*, Interactive Media Council (jetblue.com redesign with HUGE)

2006 - *Design Distinction Award*, International Design Magazine, (for jetblue.com redesign with HUGE)

Presenting and Teaching Experience

Presenter, Interwoven Gear Up Conference, 2007

Adjunct Instructor, New York University School of Design and Digital Arts, June 2006 to Present

- Web Design Project Planning: Information Architecture X36.9246, Summer 2007
- Website Usability, X36.9245, Fall 2007

Prior work experience to 1997 and references available upon request.