

# Matthew Daniel Somma

## Work Experience



**Mechanica, LLC**  
*Business Development Manager*

**July 2017 - Present**  
**Newburyport, MA**

- Serve as the head for all business development efforts to drive over \$4m+ of agency new business
- Lead all aspects of the new business process including scope/proposal development, RFP responses, and pitches
- Understand and internalize the Mechanica brand to fluently articulate our unique offering to prospects
- Manage all aspects of the new business pipeline effectively to attract and convert leads into customers, including reporting and updating dashboards with new business KPIs
- Transition the agency from Salesforce to Hubspot for all CRM needs and manage all aspects of the agency database
- Utilize various sources including list services, consultant relationships, and active prospecting to research, identify, and target new business leads
- Integrate a mix of social, PR, email, phone, physical mailings, events, personal connections, and proactive out of the box thinking to strategically attract and qualify new connections
- Partner with PR firm to effectively distribute agency work and publish OpEd pieces to elevate Mechanica's profile
- Oversee all aspects of a new prospect relationship including brand/business needs until handed off to a Brand Director
- Serve as the Brand Manager for a NYC based predictive analytics automotive dealership software service
- Assist with launching a sister agency focused on talent branding including new business strategy and the development/design of their website



**adidas**  
*NCAA Associate Marketing Manager*

**July 2014 - June 2017**  
**Canton, MA**

- Implement regional and national marketing programs that support brand, team, and retail account goals for the Sports Licensed Division of adidas
- Lead all retail marketing initiatives including digital graphics, in-store graphics, product fixtures, media buys, social content, merchandising support, and full adidas concept shop builds. Shop-in-shops range from 300 sqft to 3,000 sqft
- Collaborate with Concept-to-Consumer in Germany to bring NCAA shops onto the global adidas fixture and merchandising system, refreshing 15+ stores per year
- Work with adidas Concept-to-Consumer to bring visual merchandising/Field Agent teams to key license doors aligning the adidas brand across multiple key accounts
- Provide overall planning and strategy for the adidas Campus Ambassador Program consisting of 15 campuses and 65+ ambassadors
- Activate multi-channel marketing strategies to drive sales at retail season long and during peak NCAA moments such as College Football Playoffs and March Madness
- Work cross-functionally with the NCAA Business Unit in Portland to bring special event uniforms to life and implement brand communications at brick and mortar retail
- Manage an annual budget of \$2m to help surpass category sales goal of \$38m
- Act as the operational head for all NCAA marketing projects including invoicing, vendor/agency management, fulfillment warehouse maintenance, and overseeing the Request for Proposal (RFP) process to brief in new agencies
- Utilize Javascript knowledge to collaborate with Demand Planning and Go-To-Market to concept and implement a Blank Inventory Tool to fill an existing sales tool gap
- Work with an agency partner and event fabricator to concept, design, and construct an annual trade show booth at CAMEX (2014, 2015) and Tailgate (2016)
- Partner with internal design to bring a revamped Locker Room sales experience to the 2017 adidas Fall Sales Meeting



**Reebok**  
*Global Social Media Analyst and Strategist*

**June 2013 - July 2014**  
**Canton, MA**

- Serve as the advocate for social internally building it up as an essential part of the overall integrated marketing process
- Curate weekly and monthly reports on global social engagement with insights for content improvement and implementation on Reebok fitness channels globally
- Assist our sports marketing team to provide actionable recommendations/insights for our brand partners including Crossfit HQ and Spartan Race
- Work cross-functionally with other teams to best integrate social into larger brand campaigns and other marketing initiatives including the annual Reebok Crossfit Games, Spartan Race Championships, and high profile product launches
- Provide maintenance for social channels including scheduling content, copywriting, photographing content, and managing creative assets
- Ideate and curate running and training content monthly for use on new brand website and global social channels including 4+ million Facebook fans, 300k+ Twitter followers, and 200k+ Instagram followers
- Develop and execute a plan to launch the new All-Terrain Series and Reebok CrossFit Nano 4 globally on social including paid media buys and reactive social content
- Monitor brand channels daily to provide meaningful two-way conversation with fitness consumers
- Assist in educating and transitioning to new monitoring and publishing tools as well as the implementation of a physical social command center
- Plan, propose, and execute the first ever #SpartanChat that gained 870k unique impressions (31 million total)

## Contact

[somma\\_matt@live.com](mailto:somma_matt@live.com)

(978)886-4442

182 Sherman Street  
Cambridge, MA 02140

/somma.matt

/somma\_matt

/in/matthewsomma

## Education

Bentley University  
Waltham, MA

May 2013 Graduate, GPA 3.36

Bachelor of Science, Marketing

Minors: Computer Information Systems and Management

## Skills

- HTML/CSS
- Javascript
- Photoshop/Illustrator
- Social Publishing / Analytics Tools
- Content Creation
- Public Speaking
- Hubspot / Salesforce

## Volunteer

Reebok BOKS (Building Our Kids Success)

Quincy Animal Shelter Dog Walker and Trainer

Bentley Beats (Concepted and executed a DJ competition raising money for anti-bullying)

Bentley Service Learning (2+2=5 The Power of Teamwork and Computer Tutoring)

## Hobbies

Snowboarding, Hiking, Reading, Traveling, Travel Photography, Video Games, Video and Photo Editing, Running, CrossFit, Boxing, Licensed Skydiver, and Wood Burning.