matthew **fetchko**

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Profile

My career focuses on providing solutions across a wide range of media. By leveraging my expertise in technology, design, and management I provide strategic direction for effective online experiences. With over twelve years of experience managing teams and projects, I am always seeking a challenging and stimulating environment.

Experience

Director, Client Communications Online @ AllianceBernstein Investments, New York, NY
January 2008 – present
As the retail web strategist within the online client communications team, my responsibility is to manage the online experience as it relates to the retail business and goals. I am also tasked with identifying opportunities for growth and development in the online space, as well as enhancing the relationship between clients and the organization.

Vice President, Interactive Marketing @ AllianceBernstein Investments, New York, NY
October 2006 – January 2008
As head of interactive marketing, my focus was on strategy and content development on a global scale for all retail marketing efforts. The interactive group was responsible for online applications, value-add components and advisor email communication.

Properties include: Alliancebernstein.com Investor and Advisor sites, The Right Mix, College Savings Crunch, fifteen international public sites, and internal intranet applications.

Vice President, Information Architecture & Web Development, Head of Interactive Marketing @ Citigroup Asset Management/Legg Mason US Retail Distribution, New York, NY
October 2003 – October 2006
My main responsibilities were to provide strategic direction for all online marketing efforts, facilitate and define business requirements, and manage the development process. Projects included improving user experience for retail and institutional clients, defining online functionality for financial professionals, and re-engineering the web development project lifecycle.

The interactive marketing group successfully designed and implemented a multi-phased strategy that redefined the domestic asset management web offering by combining 20 brand specific sites into one online destination. Functionality included shared content across product and disclosures, improved data architecture and document management across distinct users groups, allowing for streamlined maintenance processes.

Properties included: InvestorServicesLeggMason.com, Legg Mason SBLinx, Total Access, SMAeducation.com and several specialty intranets.

Director of Production @ Community Connect, Inc. New York, NY
October 2002 - 2003
As a production manager at CCI, I was responsible for managing development teams of designers and engineers, interfacing between business groups, and shepherding projects from conception to launch. Duties included authoring the quarterly project slate/development budget, leading project requirements gathering, and facilitating communication between strategy, design and engineering groups.

Properties included: AsianAvenue.com, BlackPlanet.com, DiversityJobMarket.com, and MiGente.com.

Independent Consultant, New York, NY
October 2001 - present
As a consultant, my offering focuses on product development, information architecture, design and production management for clients with web-based initiatives. Typical engagement may include: strategy development, requirements gathering and definition, information architecture schematics, design prototypes, developmental specifications and project management.

Clients include: ChannelAdvisor, Meter Gallery, The New York Stock Exchange, The Securities Industry Automation Corporation, and Target10.

Adjunct Professor of Communications @ New York University, New York, NY
October 2000 – May 2002
Created the curriculum for the graduate course in information architecture at the Tisch School of the Arts. The course focused on the practical application of IA skills in a business setting, and how processes and methodologies contribute to successful projects. In addition to lecturing during the academic year responsibilities also included serving as thesis advisor.

Director @ Arc: eConsultancy, New York, NY
August 1999 - October 2001
As director of the information architecture consulting group, responsibilities focused on five key areas: management of the department, developing and maintaining methodologies related to the practice, directly contributing to engagements as resourced, providing subject matter expertise across all projects, and researching emerging trends and incorporating new developments into the company's offerings.

Clients included: ADP, Brinson Advisors, Citibank, KPMG, The Walt Disney Company, JPMorgan Chase, Sotheby's and Weight Watchers.

Creative Director @ eXtraActive, Inc. New York, NY
August 1996 - August 1999
As senior creative, the main responsibility was the development and execution of comprehensive design solutions for client projects. This included management of the design and production team and the client relationship. Under my direction the methodology for the design process was streamlined to maximize internal resources.

Duties included art direction, information architecture, coordination of the creative process, managing the integration of information, design and technology for web-based applications, resource and personnel management, and the production of non-digital design as required.

Clients included: AIG, AIGIAM, AIG Telecom, Capezio, Lucent Technologies, MODO eyewear, and Time Magazine Inc.

Art Director @ Barnet Communications, Inc. Washington DC
June 1993 - July 1995
Coordinated and managed the team of designers producing broadcast design, animations and information graphics for multimedia applications. Responsible for client and project management, design research, and production of screen/broadcast presentations. Created and directed company internship program and developed and maintained the resource library.

Clients included: Amisys Inc. (now McKesson), American Society of Civil Engineers, American Society of Interior Designers, Fannie Mae, Freddie Mac, and the Greater Washington Board of Trade.

Design Consultant @ Marriott, Washington DC
August 1992 - July 1995
As part of the internal creative team, I specialized in print-based design projects. Responsibilities included research and implementation of comprehensive design solutions for corporate identity, logo development, and a variety of print-based marketing applications.

Skills
Strategy and communication
My business and creative skills provide insight in analyzing emerging trends and industry developments. My interpersonal and communication capabilities allow me to provide direction and insight into areas of opportunity across multiple groups (internal/external).

Problem solving
Education and training in the creative fields has provided a solid and flexible foundation for effective problem solving. My approach in bringing fresh perspectives to any challenge leads to creative solutions.

Management
Having trained and managed information architects, designers and web developers, I am familiar with the responsibilities of building and maintaining teams and managing budget cycles. By developing and implementing processes for internal and external use I am also aware of the importance of a cohesive project team with clear methodologies and goals.

Information architecture
Having developed requirements, site architecture, functionality and design according to business strategies, my abilities encompass user research, information presentation, user interface design and usability.

Technological experience
Having developed and produced projects according to specific functionality coupled with business requirements, my strengths include managing the coordination of design, information architecture and technological components during development and beyond.

Education
Masters in Interactive Telecommunications	BA in Fine Arts, Visual Communication
New York University	The George Washington University
New York, NY	Washington DC
May 1997	December 1992

Member AIGA, ASIST