

STRATEGY



INNOVATION



EXPERIENCE



GROWTH



**matthew kapusta**  
leading brand growth online

# STRATEGY



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## creating online strategies that work

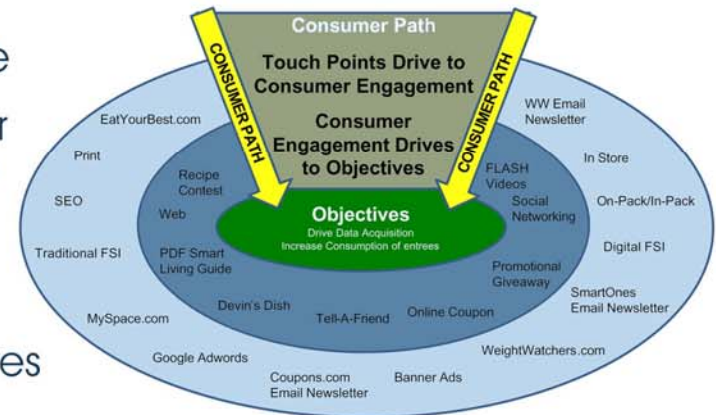
A successful e-Marketing Strategy is founded in the same core principles that drive traditional, offline Marketing – Product, Price, Promotion, and Positioning.

Success online is derived by the adherence to these guiding principles while leveraging the digital media to develop an understanding of your target audience and the behaviors that drive them online.

## my approach to integrated campaigns

This concept utilizes asset and media integration to drive the consumer through the plan and into the objective using the following steps:

1. Identify target audience
2. Connect with consumer via touchpoints with the brand
3. Drive consumer engagement with the brand to satisfy objectives
4. Evaluate and react



# INNOVATION



## driving technical and market innovations

Analyzing opportunities, careful observation of market and competitive trends, and separation of your brand from the competition are major driving forces behind any innovation.

Align these practices with brand objectives and focus on a targeted consumer base and you have the fundamentals of an innovative idea.

Below are some examples of how I have utilized these concepts and put them into practice:



**Triumph Group, Inc.**

Triumph Group, Inc. (NYSE: TGI) is a global leader in supplying and overhauling aerospace systems and components. Operating in 53 locations, Triumph

designs, engineers, manufactures, and repairs aircraft components and systems.

The objective was to develop a custom portal which would utilize the internet to increase connectivity and efficiencies with their existing supply base and connect the company business units to share resources and reduce redundant processes through the use of an advanced online portal.



**SAPPHIRE Technology**, headquartered in Hong Kong, is the leading manufacturer and worldwide supplier of AMD/ATI graphics solutions.



The objective was to develop a fully customized, multi-lingual (18 languages), dynamic site to serve as a marketing platform for global operations. This multi-phased project spanned two years and consisted of advanced strategic planning, operational assessments, CMS and database programming and intuitive, cutting-edge interface design placed on top of a custom developed site architecture, while conveying a consistent brand message and global promotions to a diverse user base.

# EXPERIENCE

## leadership and results through experience

I am a seasoned online marketer and leader with over 12 years of experience leading, designing, managing, and deploying strategic emarketing and ecommerce initiatives.

## building blocks of success

Some of my key points of success include:

1. Launching over 100 client digital campaigns and ecommerce initiatives for a diverse client base
2. Managing budgets exceeding 1MM
3. Running multifunctional teams as large as 20 people
4. Maintaining profitability for my division in each of my years as the leading director
5. Designing strategies that are relevant, fresh, and profitable

## serving industry leaders

Some of my clients and brands include:



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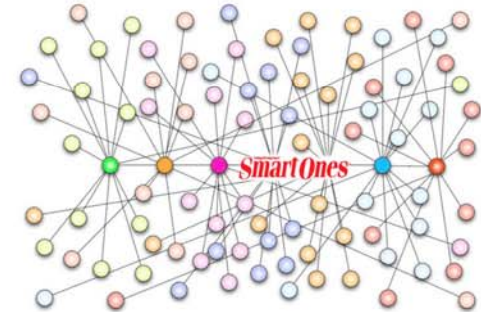
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## growing brands and the business

Growing a profitable business or increasing the profitability of an already successful brand requires a thorough understanding of the business, the product, and the consumer.



All of the strategies which I have developed and deployed have the common goal of 'Growth'.

1. Growth of a consumer base
2. Growth of the tactics used to reach a target audience
3. Growth of a brand's penetration
4. Growth and profitability of a department

## strategic partnerships and alliances

Strategic partnerships can be the source of some of the most fruitful and long-term revenue generating opportunities. A few strategic partnerships which have led to year-over-year revenue increases and business opportunities include:



The DVIRC is part of Pennsylvania's Industrial Resource Network, a program funded by the Dept. of Community and Economic Development (DCED).



The Northeastern PA Industrial Resource Center, Inc. has been helping small to mid-sized companies increase their productivity, profitability and competitiveness in the regional and global marketplace.