



MATTHEW CONE

Hello! I'm Matt, a communications director with over 10 years of experience in traditional and new media. My strategic vision gives your organization the polish, visibility, and buzz it deserves.

portfolio www.matthewcone.com

phone available upon request

email available upon request

EDUCATION

2011–2013

Emory University

Master of Public Health in Behavioral Science

Relevant Courses: Public Health Communication, Mass Media in Public Health, Social Marketing, Grant Writing

2007–2010

Emory University

Bachelor of Arts in Economics

EXPERIENCE

2017–Present

Council of State and Territorial Epidemiologists

Director of Communications 2023–Present

Manages a team of four with diverse roles, supporting CDC-funded projects that total \$25M annually. Plans and executes enterprise strategies for email, social media, websites, and trade shows. Serves as creative director for photography and videography. Guides executive communications, including speechwriting, presentations, and media relations. Oversees sales and fulfillment for two different sponsorship programs.

- Launched CSTE's first [member e-newsletter](#) since 2016. Three team members write and design biweekly issues for an audience of 3,500. Averaged a 56.3% open rate and 7.1% click rate over its first twenty issues.
- Set records in 2023 (27) and 2024 (39) for total sponsors/exhibitors at the CSTE Annual Conference. Created CSTE's first sales database to track leads and maintain customer relationships. Program revenue topped \$200,000 in 2024.
- Implemented a new process to manage tasks leading up to the 2024 CSTE Annual Conference. Used Smartsheet to make assignments and track progress among the six members of our department.

Senior Communications Specialist 2020–2023

Produced content to strengthen CSTE's presence with members, CDC, and policymakers. Wrote, shot, and edited web videos. Continued as in-house graphic designer, with added role as copywriter. Developed and maintained brand identities across CSTE. Served in Incident Command Structure for COVID-19 and EVALI responses, coordinating response communications to government POCs.

- Produced videos to spotlight data modernization, call attention to the resilience of public health workers during COVID-19, and celebrate CSTE's 70th anniversary. Appeared as on-air and voiceover talent.
- Oversaw branding, video production, and web design for [DMI Stories from the Field](#), a compilation of 180 stories from epidemiologists nationwide. Launch garnered 1,169 interactions on LinkedIn in its first two weeks.
- Served as Co-chair of CSTE's Diversity, Equity, & Inclusion Committee (Oct 2020–Dec 2022).

Marketing & Communications Coordinator 2017–2020

Designed digital and print media, including one-pagers, brochures, annual reports, and social media graphics. Consulted on front-end web development. Event photographer and videographer.

- Designed a [56-page white paper](#) to promote CDC's Data Modernization Initiative on Capitol Hill.

NEXT

2014–2017

Emory University, Division of Campus Life

Interactive Communications Developer

Led multimedia efforts for staff and student communications. Managed 24 websites and performed a stakeholder analysis for a division-wide redesign. Wrote, directed, and produced a monthly video series to translate key concepts in the Campus Life vision statement. Designed social media graphics, executive one-pagers, and other leave-behinds.

2013–2014

Porter Novelli

Assistant Account Executive, Creative

Designed web and print materials for account teams in service of clients, including HP, Bayer, and Cox Communications. Deliverables included infographics, B-roll, e-newsletters, brochures, and posters.

2010–2011

Emory University, Office of Residence Life

Residence Hall Director & SYE Fellow

Directed operations for a residence hall of 360 undergraduates, including supervision of 13 student RAs. Led event planning and marketing for the Second Year Experience program.

SKILLS

Team Management

Thoughtful performance reviews, managing remote and local employees, goal-setting, prioritization

Executive Communications

Speechwriting, video scripts, ghostwriting for annual reports and newsletters, presentation prep

Graphic Design

Adobe Creative Suite, art direction, brand identities, liaising with print vendors, trade show booths

External & Internal Communications

Mailchimp, strategic planning and change management, member relations (incl. surveys)

Photo & Video

Liaising with vendors (on-location and studio), creative direction, off-camera interviewer

Media Relations

Meltwater, Cision, liaising with reporters, interview prep, press releases

AWARDS

2019

CSTE Super Staff

2011

Adobe Imagination Challenge Finalist

2002

Atlanta Achievement in Radio

Best Individual Performance in a Radio Spot

REFERENCES

References available upon request