



Alumni Profile

Matthew Stradiotto

BA '94 English and Philosophy

Current Career

Organization: Matchstick

Title: Co-founder

Career Overview

I co-founded Matchstick, an independent digital marketing agency, in 2001. Our company works with global clients including Nokia, Blackberry, and Coca-Cola. I have a solid understanding of how businesses should use Facebook and Instagram to meet their marketing objectives.

I have worked in marketing and sales since earning my degree. I learned a lot about business after graduation. Marketing is driven by creativity. In my business, I am always open-minded about where I can take a company. I have not been rigid in what an agency can be, and that has allowed our business to survive over the years. We worked with influencers early in the game who would generate impressions verbally, then we progressed to blogging influencers. For our clients, we develop a "Social Media Content Plan," which is a thorough overview of our plan for the year, including budgets, platforms, content themes, brand voice, etc. We also embark on an audit of their category and their competitor's activities in paid/organic social content.

How has your English degree helped you get to where you are today?

I am a big believer in a liberal arts degree. My liberal arts education set me up for success by teaching me critical analysis, critical thinking, and research skills. Take the time to hone those skills in your undergrad. They never go out of fashion in the business world.

Any advice for students pursuing an English degree?

People were concerned that my degree wasn't practical. As a result, I wasn't always in the moment. I was worrying about the big picture. Know that you are going to be all right with your degree choice. I am now the English major who gets to lecture at Ivey about meeting marketing objectives using social media platforms. I advise people, however, to top up their degree with a specialization in public relations, marketing, etc. to hone your skills.

“ I am the English major who gets to lecture at Ivey. I am a big believer in a liberal arts degree. ”