

CHRISTOPHER MATHER

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ABOUT

Product director and content strategist with more than a decade of experience in digital publishing.

I believe in curiosity, empathy and hard work.

EDUCATION

The New School

Master of Arts, Media Studies
Graduated December 2015

Boston College

Bachelor of Arts, English
with Honors
Graduated May 2006

IDEO U

Foundations in Design Thinking
Issued June 2019

SKILLS

Project management, change management, digital transformation, digital strategy, design thinking, problem solving, people management, mentoring.

Adobe Creative Suite (Photoshop, Premiere, Illustrator, XD), Frame.io, Microsoft Office 365 (Teams, Word, Excel, Power Point, Forms, Sharepoint, Planner, Lists, Spaces), Google Drive, Miro, Lucidchart, Trello, Slack, WordPress, Basecamp, LastPass.

WORK HISTORY

WNET (PBS) - New York, NY

Director of Product and Production (2016 to present)

- Oversaw product management and product operations for a portfolio of 30+ web, app and OTT properties for the largest PBS station in the country.
- Consolidated product portfolio from a sprawl of custom one-offs to a core set of extensible templates and shared codebases, reducing the effective number of products maintained by 70%.
- Optimized product development processes and introduced design thinking methodologies, reducing average partner engagement from 4 months to 6 weeks.
- Built out cross-functional workflows for a wide variety of work, including: video production, editorial, design, bug reporting and product development. Streamlined cross-departmental approvals processes by 80%.
- Led company through digital transformation, converting multiple content teams from single-output broadcasters into multi-platform publishers. Advocated for additional digital capacity, doubling the number of digital content and strategy positions in the company.
- Established a training program to onboard new digital hires and launched a cross-departmental initiative of 40+ digital staff to facilitate knowledge sharing and identify common needs that our product team could support.
- Mentored and managed team of seven product and digital content producers.
- Executive-produced "Take on Fake," a digital video series about misinformation.
- Converted team to all-remote work overnight. Leveraged existing infrastructure to provide no-cost, low-lift solutions that enabled a seamless transition.
- Implemented department password management system that was later adopted as a company-wide enterprise solution.

Senior Digital Producer (2014 to 2016)

- Managed all product development for direct service clients. Led the design process for all large-scale projects. Provided client support and prioritized site development and troubleshooting.

FOCUS FEATURES - New York, NY

Digital Producer (2008 to 2014)

- Managed a team of developers, and coordinated all development and content updates for FocusFeatures.com. Served as site admin, community moderator, and copy editor. Ensured continuing quality, security and integrity of the site.