

CYNTHIA MATTHEWS VON BERG

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Consumer Products Brand Management, and Marketing and Brand Strategy

Collaborative Leader • Creative & Analytical • Experienced Negotiator • Entrepreneurial Spirit

EXPERIENCE:

Founder and CEO- Sharing the Wander

January 2021 - Present

Created and launched a travel blog focused on helping families to travel the world. Our mission is to give honest advice for families who travel or hope to travel together, inspiring quality family time and learning around the world.

- Built and launched a website on WordPress, including socials accounts on Instagram, Facebook and Twitter. (<https://www.sharingthewander.com/>)
- Expanded SEO and technical skills, building a brand through content, SEO, affiliates, and email while growing the site's traffic and DA.

President- Matthews 1812 House

March 2015 - April 2020

Created and implemented a five-year strategic vision for this specialty food e-commerce business to increase sales, maximize strengths and expand customer base while streamlining internal processes. Initiated development of wholesale division, including participation in major trade shows, identifying high priority leads, and creating marketing materials.

- Marketing initiatives drove sales through increased digital outreach. Grew email list 10x, launched Google Shopping and Amazon selling programs. Optimized brand on Facebook, Twitter, Pinterest and Instagram.
- Re-launched e-commerce website on the Shopify platform, with responsive design and increased functionality. Resulted in 85% increase in sales via the web channel.

Creative Director, Mudpuppy- Galison Publishing

May 2007 – March 2015

Led development of the Mudpuppy toy and gift product line into a global brand with sales of over 6 million USD/year. Determined strategic brand direction and initiated licensing and collaborative partnerships to expand the reach of the brand.

- Increased sales by over 30% in three years despite a recession by diversifying price points, expanding the product mix and increasing international viability.
- Maximized sales and market opportunities through market research including analyzing global competition and sales, and identifying market trends.

EDUCATION:

Pratt Institute, New York, NY, Master of Science in Communication Design, 2007

Yale University, New Haven, CT, B.A. in History of Art, 2001