

# MATT COLETO

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## PROFESSIONAL SUMMARY

Results-driven events marketing leader with **10+ years** of experience driving cultural impact at the intersection of Anime, K-pop, and Esports. Proven track record delivering campaigns that generate **500M+ annual impressions**, earn industry awards, and scale global fanbases into the tens of millions. Equally fluent in data analytics, creative strategy, and fan-first brand storytelling — with a forward-looking approach to generative AI-powered workflows, XR immersive experiences, and community-led marketing that transforms passionate audiences into lasting brand advocates.

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## PROFESSIONAL EXPERIENCE

### Regional Marketing Manager, Events — UCANZ

Feb 2022 – Aug 2025

Crunchyroll (Sony Group Corporation) · San Francisco, CA

- Spearheaded multi-channel marketing strategy across digital, tradeshow, and fandom events for Crunchyroll's UCANZ region (US, Canada, Australia, New Zealand), generating **500M+ earned impressions annually** across digital and in-person touchpoints.
- Architected a proprietary BI and social analytics infrastructure using Mixpanel, Google Analytics, Preset, and Sprout Social — enabling real-time, data-driven decision-making across all campaigns and live events.
- Designed and owned executive-facing weekly performance dashboards, strengthening cross-functional alignment between senior leadership, internal teams, and agency partners across four markets.
- Directed end-to-end marketing strategy, KPI framework, and judging criteria for **The Anime Awards** — earning **two Telly Awards** for the 2023 Tokyo broadcast and scaling global participation from **18M to 51M votes** across 200+ countries.

### Director of Marketing, Esports [Contract]

Feb 2020 – Feb 2022

Airwaves Media Group · Los Angeles, CA

- Architected and executed end-to-end marketing, content, and brand activation strategy for Supercell's **2020 Clash Royale League** — a fully virtual esports season featuring elite organizations including Team Liquid, SK Gaming, and Team Queso.
- Scaled the **Clash Royale Esports YouTube channel to 1M+ subscribers** and drove **25M+ views** across live broadcasts and supporting shoulder content.
- Developed and presented strategic marketing proposals and pitch decks targeting top-tier game publishers — including **Riot Games, Supercell, Krafton (PUBG), Epic Games, and King** — supported by comprehensive competitive analysis across esports betting platforms (DraftKings, GG.Bet), tournament platforms (Battlefy), and esports analytics tools.
- Co-led product positioning, go-to-market strategy, and publisher partnership outreach for a proprietary **beta esports gaming platform**, benchmarked against DraftKings, GG.Bet, and Battlefy.

## Marketing Manager, Live Events

Oct 2016 – Oct 2021

CJ ENM (OGN Esports & KCON) · Manhattan Beach, CA

- Conceptualized, produced, and localized esports content for OGN — generating **4M+ YouTube VOD views** and **35M+ YouTube/Twitch livestream views** in partnership with the National PUBG League and Clash Royale League.
- Grew OGN's social media communities by **600% in under 9 months** by managing a team of **15+ FTEs and contractors** across global marketing and fandom activations.
- Oversaw production and performance optimization of **100+ K-pop artist videos** across owned channels totaling **2.5M+ combined followers**; led digital strategy for **7 international KCON festivals** spanning North America, Europe, and Asia.
- Generated **1B+ earned media impressions** through strategic placements with MTV, ET, MNET Korea, Variety, and YouTube — delivering post-event consumer insight reports for 20+ brand partners and stakeholders.
- Coordinated **30+ NA/Asia agencies and partners** to execute all digital, print, and OOH promotional assets for KCON across a five-year span.

### SKILLS & EXPERTISE

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#### Analytics & Data

Google Analytics · Mixpanel · Preset · Sprout Social · Hootsuite · Google Ad Manager

#### Creative & Production

Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) · Video Production · UI/UX

#### Marketing Channels

Social Media Strategy · Paid Media (Video, Mobile, Display, OOH) · Email Marketing (Mailchimp) · SEO / SEM

#### Platforms

YouTube · Twitch · TikTok · Instagram · Facebook · X (Twitter)

#### Emerging Technology

Generative AI Tools & Workflow Integration · XR / Immersive Experiences · Web3 / Blockchain Fan Ownership

#### Leadership & Management

Cross-functional Team Leadership · Budget Management · Agency & Partner Coordination · Pitch Deck Development