

Matt Wolford

Brand & Marketing Strategist

703-981-5524 | matt@voltcreates.com | linkedin.com/in/matt-wolford4 | Washington, DC Metro Area

PROFESSIONAL SUMMARY

Driven and resilient creative problem solver whose career has been defined by taking on more responsibility with every role, upskilling every step of the way. That path began in commercial production, scaled to national federal campaigns for CMS and NOAA, and led to launching VOLT, a Marketing Agency, full time in July 2025. Throughout, every decision has been backed by data – growing agency revenue 150% in 2026, delivering a ~20X client return on paid ads, and leading work for Waldorf Astoria, Hilton, and Adobe. He is searching for a role in marketing & communications that puts his existing strengths to work while developing new skills that help the team and organization grow.

SKILLS

Campaign Strategy & Execution | Brand Strategy, Positioning & Messaging | Creative Direction & Content Production | Marketing Analytics (GA4, META, Looker) | A/B Testing, Funnel & ROI Analysis | Business Development & Account Growth | Project & Budget Management | Customer & User Experience | AI Workflow Design & AI-Assisted Development | Product Development & SDLC | Web Development (React, Next.js, Framer)

WORK EXPERIENCE

Founder & Marketing Strategist

VOLT Creative | Falls Church, VA | Jul 2023 – Present

- Grew agency revenue 150% year over year at a 42% net margin – winning 16 new clients in 12 months, increasing average engagement size 82%, and managing 8+ concurrent accounts.
- Led creative direction and brand strategy for Waldorf Asotira on a 100% sold-out brand activation campaign – growing the client relationship 6X in agency revenue within one year through performance & relationship building.
- Achieved a ~20X return in new recurring revenue on a client's paid advertising campaign through leading brand repositioning, campaign strategy, and execution over 3 month span.
- Built AI into strategy and delivery (Claude for research, messaging, and copy; Framer AI for rapid website builds) to achieve 10x faster turnaround on marketing funnel development.
- Led brand and user experience for Flow, a web-based client-management platform developed in-house, taking it from concept to launch; a key driver of the agency's 150% growth.

Media Specialist II

BLN24 | McLean, VA | Apr 2024 – Jun 2025

- Produced multi-channel advertising for the CMS Open Enrollment campaign, contributing to a 13% increase in healthcare enrollment during the national window.
- Directed marketing and creative strategy for NOAA's Industry Proving Grounds initiative, earning national recognition from NOAA's director.
- Developed proposals and win strategy for SLED, nonprofit, and federal RFPs, contributing to new contract wins.

Producer

Motion Lab | Baltimore, MD | Sep 2023 – Apr 2024

- Produced commercial creative for Fortune 500 brands including Under Armour and CoStar, leading design, cinematography, animation, and editing teams.

Producer

Wolford Media | Chantilly, VA | Dec 2019 – Jul 2023

- Managed 30+ client relationships and \$250K+ in client budgets, delivering 100+ video, photography, web, and design projects – and built the Waldorf Astoria Washington DC relationship that became VOLT's flagship account.

EDUCATION

M.S. | James Madison University | 2020

B.S. | James Madison University | 2018