

Matthew Golden

Digital Communications Director | Leawood, KS 66211 | (913) 593-7052 | matthewfggolden@gmail.com | [LinkedIn/Portfolio](#) Link

SUMMARY: Digital Communications Director with a background in Psychology & Digital Marketing. Expert in building professional digital infrastructure (MBS & GA), managing multichannel content strategies, and leveraging AI to optimize audience engagement.

CORE SKILLS

- **Infrastructure:** Meta Business Suite (MBS), Google Analytics (GA), WordPress, and Squarespace.
- **Design & Creative:** Canva, Affinity Photo 2, GarageBand, Generative AI, Digital Marketing.
- **Digital Strategy:** Social Media Management, Email Marketing, Brand Architecture.
- **Policy & Advocacy:** Data Analysis, Legislative Testimony, Community Outreach.

PROFESSIONAL EXPERIENCE

LaTrece Hawkins Lytes (MD Lt. Gov.) | *Digital Comms Director* | Feb 2026 – Present

- **Infrastructure & Governance:** Consolidated fragmented digital assets into Meta Business Suite, establishing a centralized hub for cross-platform management and secure team access.
- **Performance & Strategy:** Developed an integrated launch strategy that achieved a 61.5% website engagement rate and an average of 18.9 interactions per user, significantly outperforming industry benchmarks for advocacy campaigns.
- **Growth & Attribution:** Architected a full-funnel reporting infrastructure using GA4 and Data Studio; successfully attributed 50% of initial lead generation to organic social traffic.
- **Brand Identity:** Designed the official campaign visual identity and logo, ensuring seamless brand integrity across high-engagement social channels and web properties.

Cindy Holscher for Kansas | *Digital Strategy Associate* | Dec 2025 – Feb 2026

- **Data Analysis:** Executed donor-research projects involving data collection, analysis, and reporting for campaign insights.
- **Content:** Created high-impact graphics and drafted strategic posts for the internal social media team.

Loud Light | *Advocacy & Outreach Specialist* | Jan 2024 – Present

- **Advocacy:** Authored formal healthcare testimony to influence state decision-making.
- **Voter Engagement:** Managed community outreach and educational material distribution to increase regional registration.

InterHab | *Advocacy & Communications Consultant* | Jan 2024 – May 2025

- **Policy:** Composed SB 281 testimony and analyzed budget hearings for the Executive Director.
- **Digital Strategy:** Executed public outreach campaigns and developed a standardized advocacy "how-to" guide.
- **Visuals:** Designed professional graphics and digital assets for multi-platform distribution.

EDUCATION

- **Johnson County Community College:** Applied Artificial Intelligence (AI) (05/2026) & Digital Marketing (11/2025)
- **The George Washington University:** B.A. in Psychology, Minor in Political Science

PROJECTS & AWARDS

- **Professional Portfolio:** Built and managed a digital hub (matthewgolden.com) to showcase branding and design assets.
- **Campaign Web Development:** Established the official digital home for the 2026 Maryland Lt. Gov. campaign.
- **Democracy Summer Fellow:** Selected for an intensive political program with Rep. Jamie Raskin.
- **Honors:** Phi Theta Kappa, Dean's List (GWU & JCCC).