

MATTHEW GARZA

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Personal Statement

Creative marketing and communications strategist with over 5 years of experience leading health-focused education and advocacy programs. Demonstrated track record marketing digital platforms and educational products, launching programs and targeted campaigns, and optimizing communications strategy with data-driven insights. Experience collaborating cross-functionally with editorial, product, creative, and advocacy teams in a mission-driven, fast-paced environment.

Professional Experience

The diaTribe Foundation

San Francisco, CA

Director, Diabetes Stigma Program

2022 – Current

- Founded and manage diabetes anti-stigma and awareness program; co-lead international alliances as program representative.
- Led creative direction, production, and evaluation of a nationwide creative storytelling campaign: “[Spoonful of Laughter](#).” Wrote, edited, and produced narrative-driven written and video content using comedy to break down stigma and normalize diabetes. Created target audience personas, aligning brand voice, content, and marketing strategy. Managed paid and organic awareness campaigns generating 10M impressions, 500K engagements, and 40K shares, across 8 channels in 14 months.
- Developed and executed marketing and launch strategies for two educational digital platforms, reaching over 50,000 website users per year, and over 5,000 healthcare professionals through targeted outreach and educational trainings.
- Implemented strategic marketing plan to increase issue awareness, site traffic, and subscribers for the program’s website and newsletter; crafted campaigns targeting healthcare organizations, nonprofits, and institutional partners; wrote, edited, and published communications and engaging educational content including paid and organic social, video and audio, written articles, event speeches and presentations, educational resources, press releases, newsletters and web copy.
- Source, negotiate, and manage partnerships with 75+ creators, health organizations, and corporate sponsors, generating new audience acquisition while expanding capacity. Produce guiding materials for partnership execution and product launches.
- Present directly to executive leadership and Board of Directives, including global leaders in medicine and health science.

Managing Editor, Educational Diabetes Publication

2020-2022

- Served as the managing editor for an educational diabetes newsletter and website. Managed editorial calendar, conducted interviews, wrote, edited, and published articles and marketing and social copy for accuracy and alignment with brand voice.
- Managed writing staff and freelancers. Prospected, formed, and owned strategic partnerships, including sponsored content and collaborative article series with diabetes organizations and industry funders.
- Supported subscriber growth to 600K+ through targeted campaigns and cross-platform promotion. Worked with marketing and SEO agencies to optimize campaigns and content with Google Ads, GA4, and MailChimp, maximizing CTR and conversions.

Education

Johns Hopkins University

Baltimore, MD

Bachelor of Science with Honors, Biomedical Engineering

May 2020

Minor, Study of Women, Gender, Sexuality.

Harvard Medical School

Cambridge, MA

Effective Writing for Health Care Certificate

November 2021

Leadership and Volunteer Activities

Johns Hopkins University (Board of Advisors: Blue Jays Unlimited, Athlete Ally Liaison)

2021 – 2025

- Provided strategic counseling on fundraising, DEI initiatives, and LGBTQ+ alumni engagement and support.

San Francisco AIDS Foundation (Syringe Access Services)

2021 – 2022

- Educated community members on harm reduction and Narcan use through peer to peer interactions, biweekly.

Technical Skills

Microsoft Office; MailChimp; Google Workspace, GA4, Ads; Asana; Wordpress; Social media management and analytics