



Matt Brooks

An intro to the Berlin-based freelancer empowering teams to work better together through reduced redundancy and streamlined processes.

Available for 1 (one) additional client at up to 12 hours/week.

Open to discussing full-time roles.

[Applies to Q4 2022 & Q1 2023]





Why This Matters

Spending less time in administrative tasks,

opens time & space for the work that matters.

Which not only impacts your team's morale & workload,

but unlocks the highest impact on your bottom line.





The questions are...

- Who owns your internal Project Management?
- Is there bandwidth to focus on *how* the work is done, rather than only *what and when*?
- Could your team use an operations re-vamp?

Who has benefitted from an Operations revamp...



As to achieve...

- ▀ Improved system(s) of internal team communication, data entry, content & task management, automation and delegation
- ▀ 5 Inaugural employee resource banks, from on-boarding through remote training and ongoing support, to empower rapid scaling
- ▀ An improved pipeline for music licensing sales + partnerships
- ▀ Budget forecasting and efficient planning of arts festival(s)





Case Example



- ▀ Consolidation and cleanup of a departmental Google Drive with **>100** files, later deeming **25** (**≈20%**) obsolete / unnecessary.
- ▀ Launched the team's first use of automated project management tools to connect Slack, Asana, and Google Drive within core processes.
- ▀ With the above steps taken, we successfully launched revitalized versions of the departmental team handbook and primary video production & metadata trackers, **saving** each of the core team members (**>10**) an estimated **3-5 hours per week**.



In My Manager's Words

"If you're looking for a forward-thinking, self-starting, affable, and (to boot!) brilliant colleague, look no further than Matt Brooks. Before we had started working together, I had heard legend of Matt's prowess, and that's proven to be beyond what was anticipated when we first had the chance to work together. Matt's work as an operations specialist has exceeded my expectations: **He is incredibly fluent in project management platforms, constantly iterating on the next plus up to improving systems, and is always proactive in engaging and implementing the next big idea.**"

-Kait Walsh, Director of Video Production at Splice



This was successful because...

- ▮ Until now, the team has been far too busy and bogged down by processes and external growth demands to focus on this work.
- ▮ I entered their team with a listen-first mentality, closing the initial project, and more, within their budgeted 4 week timeline.

The best part? The contract has been renewed three times so I may not only continue the auditing across additional departments, but as the dedicated Project Management leader under VP, Marketing.





Takeaway for You

- I truly love this work, & it's so often needed yet so rarely prioritized, part-time or full-time, in companies experiencing rapid growth phases.
- This work is immensely rewarding as it not only benefits company OKRs, key deliverables, and metrics to perhaps present to existing or new investors, but the people behind the scenes are able to place more focus on work of the highest value, including their own development.

It would be my pleasure to host an exploratory call and prepare an initial Statement of Work for you and colleagues to consider.



Thank you for your time!

