

KENTUCKY YOUTH SOCCER ASSOCIATION



SOCCER LEARNING UNIVERSITY

Matthew Dooley

Founder & CEO

dooley media



Matthew Dooley is currently the founder and CEO of [dooley media](#), a social media studio in Cincinnati OH that helps client brands get attention by being thoughtful about how they *give* it. His company specializes in social media strategy, content creation and distribution, and community building. Since 2010, he has serviced some of Greater Cincinnati's favorite brands, including Esther Price Candies, Messer Construction, and Mitchell's Salon & Day Spa.

From 2012-2016, Matthew co-founded and launched a wearable technology startup called Kapture. In addition to generating \$165,000 in pre-orders on Kickstarter (in 30 days), he and his partner successfully raised over \$1.1 million in venture capital to both build and market their audio-recording wristband. Matthew's PR efforts landed his company in over 150 media publications, including NPR, Vogue, USA Today, Inc. Magazine, BuzzFeed, Wired, Fast Company, TechCrunch, The Price is Right, The Today Show, and West Texas Investors Club. Matthew leveraged his social media expertise to reach over \$500,000 in sales, and the Kapture device was shipped worldwide to consumers in all 50 states and almost 60 countries.

Each year, Matthew teaches social media to undergrads and MBAs at Xavier University, a course he created from scratch back in 2011. Matthew recently served as Technical Editor for Social Media Marketing for Dummies and his opinions are regularly featured in major media outlets, including [AdAge](#) and [Smartbrief](#). He also founded [Social Media Show & Tell](#), [socialDIY.co](#) and regularly speaks on the topic at both local and national events.

Matthew spends his spare time hanging out with his family...off of social media. Connect with him on LinkedIn at [@MatthewRDooley](#).