

MATT YANTAKOSOL

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Content Creator

Dynamic automotive content creator with over 12 years of consulting experience and 7 years of Product Manager experience. Skilled in writing, strategy, SEO, Design Thinking, and Agile methodologies. Contributed over 90 automotive articles to J.D. Power, crafted auction listings for bespoke luxury cars, and traveled to the New York, Detroit, Chicago, L.A., Paris, Geneva, Frankfurt, and Tokyo Auto Shows.

EXPERIENCE

CONTRIBUTOR | J.D. Power New Car Shopping Guide Automotive Writer for JDPower.com

2024 - Present

- Write articles on Electric Vehicle adoption covering EV battery recycling and replacement, driving range, environmental impact, charger installation, and charging costs.
- Pitch article topics and answer consumer maintenance questions on tires, oil, brake repair, key replacement, and airbag replacement.
- Research and create content educating buyers on financing, trade-ins, towing, drivetrains, hybrids, plug-in hybrids, and more.

AUCTION WRITER | PCARMARKET Automotive Content Creator

2020 - Present

- Create precise vehicle descriptions, ensuring accurate representation and timely delivery of high-quality written content in the fast-growing online collector car auction space.
- Tailor the content of compelling auction listings of Porsche, Lamborghini, Mercedes, and Land Rovers to highlight each vehicle's unique features and attributes, maximizing their appeal to highly discerning and knowledgeable consumers.

MANAGING CONSULTANT | IBM iX

2015 - 2023

User Experience Strategist: Honda Motors North America

- Developed a comprehensive benchmarking and maturity assessment for Honda's connected offerings, resulting in strategic recommendations that improved Honda's J.D. Power Ranking from 30th to 3rd.
- The enhanced customer satisfaction achieved through the implemented recommendations was reflected by an App Store rating increase from 1.3 to 4.5 out of 5.
- Leveraged customer preference and marketplace research to identify gaps in services and opportunities for Honda to provide differentiated mobile offerings to customers.

Usability and Benchmarking Researcher: Merative MarketScan

- Evaluated competitors' websites to develop a content strategy to transform MarketScan's Minimum Viable Product website for full deployment while targeting the intended buyer.
- Presented benchmarking analysis and actionable recommendations to Merative's Marketing, Design, and Digital Strategy teams, resulting in a clear and impactful direction for optimizing key website sections and delivering an enhanced user experience.

Certified IBM Design Thinking Co-Creator: Blue Cross Blue Shield Horizon

- Co-led Design Thinking sessions with 32 Blue Cross Blue Shield users, utilizing MURAL boards to explore innovative opportunities and address Call Center user experience issues.
- Synthesized user feedback in a Playback Deck, delivering actionable recommendations for enhancements while ensuring a customer-centric approach to improve client's services.

Program Manager and Agile Coach: Abbott Labs

- Leveraged 7 years of Agile experience to enhance the client's efficiency by providing training on story points, sprints, and backlog planning to address staffing shortages.
- Improved cross-functional communication, resolved dependencies, and facilitated cohesive collaboration among fragmented workstreams to achieve business objectives.

Marketing Content Manager: STAT Health Tech Summit

- Collaborated with global IBM Healthcare partners to curate captivating articles and videos showcasing IBM's expertise, innovation, and groundbreaking findings.
- Led mockup reviews, marketing approvals, design, and social media promotion.

CAREER HIGHLIGHTS

Led end-to-end content creation to promote IBM's Healthcare expertise at the STAT Health Tech Summit, resulting in media coverage from *The Wall Street Journal*, *NPR*, *Washington Post*, *CNN*, and *Fortune*.

Designed customer narrative report for the TSA News mobile app pilot, providing client insight into app success and detailed improvements required for full deployment.

Led a team of 4 consultants to enhance Stone Soup Films' funding strategy, driving fundraising efforts and gaining leadership abilities through Compass pro bono consulting.

AWARDS

- 2x IBMER of The Month Award
- IBM Top Contributor Award
- IBM Delivery Excellence Award
- IBM Manager's Choice Award

STRENGTHS & SKILLS

- Content Creation
- Technical Writing
- Customer-Centered Design
- User Research
- Customer Insight Analysis
- Usability Testing
- Prototyping
- Product Owner/Manager
- Product Requirements Analysis
- Product Backlog Management
- Use Case Creation
- Stakeholder Management
- Data-Driven Decision-Making
- Team & Project Leadership
- Cross-Functional teams
- Miro/Mural/Asana/Trello
- Agile / Scrum / Jira

EDUCATION & TRAINING

- Bachelor Of Arts, Government & Legal Studies | Bowdoin College
- Agile Certified ScrumMaster
- IBM Certified Design Thinking Co-Creator