

# Matthew Howard Friedman

Scale Media CEO Matthew Howard Friedman

Matthew Howard Friedman has led operations at Scale Media, Inc., in Great Neck, New York, as chief executive officer since 2010. In this position he oversees all search engine marketing (SEM) activities. He also manages the development of operating systems and effective pay per click AdWord campaigns for various Fortune 100 and Fortune 500 companies. Matthew Howard Friedman additionally operates in areas of social media marketing, affiliate marketing, online reputation management, and linking. During his time with Scale Media he has engaged with a number of high profile clients, including Century 21 and Sotheby's International Realty.

In his spare time, Matt Freeman enjoys listening to a wide variety of music, including house music and rap. He is a big fan of global travel and is especially fond of visiting Spain and other European locales. When he is not tending to his online marketing responsibilities at Scale Media, he likes to follow a number of sports teams, especially the New York Jets.

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## EXPERIENCE

Scale Media Inc  
CEO

JAN 1, 2010 - PRESENT

## EDUCATION

Great Neck South High School  
Diploma

JAN 1, 1998 - JAN 1, 2002