



Matthew K. Le Veque
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Matthew Le Veque is an associate professor at the University of Southern California, Annenberg School for Communication and Journalism, where he specializes in integrated campaigns, digital and social media, and emerging communication channels. He has taught at USC for more than 14 years—first as an adjunct professor for nine years and as a full-time professor for the last five years.

His courses include Digital, Social and Mass Media Strategies, a graduate level course about understanding the dramatically changing media landscape and the role traditional, social and emerging digital channels play in communication; as well as Real-Time Social Media Monitoring and Analysis for Converged Communication, in which students learn to run comprehensive social web listening and analytics for Annenberg’s converged media center while focusing on the emerging role real-time marketing plays for brands, organizations and causes. He also teaches a graduate course in Multimedia Content Creation where students learn digital skills and push their creative limits with website creation, image storytelling and video production. Matthew has taught and guest lectured in numerous other courses.

As a faculty member of the media center committee Matthew oversees student integration and helps set policy for the new converged media center in Wallace Annenberg Hall. This includes running the real-time social data desk where he trains students on enterprise software such as Salesforce Marketing Cloud and Crimson Hexagon to listen and analyze topics, trends and conversations on the social web.

In addition, Matthew has been active with USC Center on Public Diplomacy teaching Digital Tools and Real-Time Analytics for the Practitioner in Washington, DC and at the summer institute in Los Angeles.

Matthew is a partner at Rogers Finn Partners with more than 25 years experience in integrated communication campaigns. He offers senior counsel to the agency’s consumer, health care, government and non-profit clients on digital strategies, social media and emerging media channels.

An early adopter and thought leader in digital strategies, Matthew has forged cutting edge digital and social media strategies for agency clients – from website development, online video creation and social network engagement, to search engine optimization, research and complex social web analytics. He is helping clients apply performance-driven indicators to their digital and social media channels. He has counseled and conducted presentations on the use of digital, social and mass media communication for many non-profit, government and private sector organizations. In 2006, he was founder and leader of the agency's Digital Strategy Group.

Matthew has expertise in creating social marketing campaigns that engage diverse communities, promote public policy change and create long-term behavior modification. From overseeing California's groundbreaking anti-smoking campaign for 15 years to creating and managing the LA County Department of Public Health's innovative Choose Health LA obesity prevention and LA Quits anti-smoking campaigns, as well as the County of Los Angeles Department of Public Works' elementary school environmental education program, Matthew's efforts demonstrate real world results.

As a leader in the field, he has presented at conferences and conducted trainings in social marketing, digital communication and integrated communication campaign techniques across the nation, including for the Centers for Disease Control and Prevention, California Department of Public Health, Los Angeles County Department of Public Health, Center for Non-Profit Management, CDC Summer Institute run by the University of North Carolina at Chapel Hill, American Institute of CPAs, Habitat for Humanity, and numerous corporations and non-profits.

With a unique combination of strategy and creativity, his work at The Rogers Group and Rogers Finn Partners has received more than 60 awards from organizations including the Public Relations Society of America, International Academy of Digital Arts and Sciences, Association of Marketing and Communication Professionals and the National Public Health Information Coalition.

In addition to the award winning strategic communication work, Matthew's career has included working in public policy for members of United States Congress and the California Legislature, and intensive political campaign experience where he worked for one of the most successful political campaign consulting firms in the western United States.