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Objective:

To secure an opportunity with an organization utilizing my project management skillset to benefit mutual growth and success

Professional Experience:

Marketing Coordinator

February 2015-Present

Switchboard of Miami, Inc.

- Execute all community outreach and marketing with local and national non-profit and healthcare organizations
- Develop marketing tools through print and electronic avenues to maximize fundraising opportunities
- Manage multiple programs and events as directed by VP of Marketing and Development

Marketing Consultant

February 2014-Present

VisionSpring, Inc. Natick, MA

- Independently contracted to manage all website content updates through organization's *WordPress* site
- Develops marketing strategies pertaining to brand outreach (social media, customer relations, etc.)
- Authors original material that summarize current trends and topics in the diversity and inclusion arena
- Increased SEO to website has helped to grow revenue of \$100,000+ in new business at the start of CY2015

Front of House Manager

September 2013-December 2014

City Theatre, Pittsburgh, PA

- Served as the main point of contact for patrons and communicated with stage management before and after each show
- Managed volunteer duties each shift that involved ticket collection and seating assignments

Program Manager, Regional Community Initiatives

May 2007 – June 2013

UPMC Center for Inclusion, Pittsburgh, PA

- Managed and reported on community sponsorship budget exceeding over \$120,000 annually
- Helped increase UPMC charitable contribution by 500% strategically over three years (2010-2013)
- Prepared and executed presentations and coordinated events within as requested

Education:

Masters of Social Work, Community Organization & Social Administration

August 2012-August 2014

University of Pittsburgh

- **Concentration Field Placement**, Seniors & People with Disabilities Associate, United Way, Pittsburgh, PA
 - Managed the 'Request for Proposal' (RFP) grant cycle, providing over \$180,000 in funds to over 5 non-profits
 - Collaborated with marketing liaisons (consultants) on a new public relations plan for the organization
- **Foundations Field Placement**, Marketing & Project Coordinator, Aging Institute of UPMC, Pittsburgh, PA
 - Analyzed and collected research funding data from the 2013 Aging Institute of UPMC annual report
 - Collaborated with media relations on website redesign project; provided detailed content feedback
 - Developed curriculum for two University of Pittsburgh online gerontology courses

Certificate Program: SHRM Essentials of Human Resource Management

April 2010

Slippery Rock University

Bachelor of Science, Human Development and Family Studies (HDFS)

August 2006

The Pennsylvania State University

For more information on my civic leadership background as well as references, please visit www.mattarch.com/resume