

# MATTHEW WIGGINS

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## PROFILE

I'm an action-oriented marketing and communications professional that enjoys bridging exciting opportunities with creative storytelling. Regardless of the project, I thrive in independent and team-based work and am motivated by challenges and learning opportunities.

## EDUCATION

BBA, Marketing, Georgia Southern University  
Statesboro, Georgia

## WORK EXPERIENCE

### St. Vrain Valley Schools (Longmont, CO) 2009 - Present

#### Director of Community and Business Development, 2017 - Present

I helped create this new position to connect education and industry leaders to authentic work experiences. Much of this work involves collaborating with cross-functional teams and distilling complex processes into consumable content.

- Created and maintain 'Community Strong': a brand and web platform that connects organizations and professional mentors with school-based activities
- Grew partner engagement from 0 to 300 users in year one; 720 in year two
- Lead and facilitate professional advisory boards in bioscience, manufacturing, computer science, and several other priority career clusters across the region
- Create and publish meaningful print and web content showcasing partner engagement across blog posts, infographics, social media, case studies, video libraries, email marketing, and live events
- Film, produce, and organize webinar campaigns, video tours, and testimonials

#### Director of Communications, 2015 - 2017

In this role, I led a small but mighty team of creative yet strategic thinkers to guide the internal and external communications of over 4000 employees and 60+ schools.

- Managed large-scale marketing campaigns to help St. Vrain successfully launch initiatives related to human resources, instructional technology, finance, public policy, and overall district operations
- Served as the POI for crisis communications, CORA requests, and media inquiries, emphasizing district success via press releases and strategic op-eds
- Maximized \$150K budget to serve schools in enhancing building environments, publications, and increasing brand awareness

#### Marketing and Communications Coordinator, 2009 - 2015

Two years after the rise of the iPhone and Twitter, I used my graphic design ability and affinity for emerging technology to introduce new concepts to a growing district

- Successfully brought all graphic design and publication creation in-house; allowing funds to be allocated to other innovations
- Designed print publications for schools, departments, and public partners
- Introduced St. Vrain to its first HD video content; filming and producing content while also creating inventories to organize messaging

#### Huntington Learning Centers (Fort Collins CO) 2006 - 2009

#### Office Manager & Marketing Director, 2006-2009

My first job in Colorado, I helped this local franchise develop marketing plans for two locations along the Front Range while also assisting with the day-to-day operations of providing supplemental education.

- Executed cable and radio buys for identified crisis periods to increase sales and drive visibility in a new market
- Produced all print and web collateral for advertising needs
- Planned and implemented various service schedules between clients, instructors, and public school partners
- Administered diagnostic testing to identify skill gaps and prescribed lessons



## VOLUNTEERING & BOARDS

### Talent Working Group Chair

Longmont Economic Development  
2021-Present, Longmont

### Secretary, Education Representative

NoCo Manufacturing Partnership  
2020-Present, Longmont

### Board Member

Longmont Chamber of Commerce  
2019-Present, Longmont

### Board Member

Workforce Boulder County  
2019-Present, Longmont

## SKILLS

Strategic Planning • Writing • Facilitation  
Adobe CS • Networking • Leadership  
Web Content • Event Planning • Python  
Analytics • Program Management  
Email Marketing • Videography • GSuite  
Airtable • Social Media • Microsoft Office  
Hubspot • MailChimp • Eventbrite

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