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 crossfunctional 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

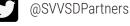
SKILLS

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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