

JOE MATHESON

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OBJECTIVE

To obtain an administrative, clerical, or office support position that utilizes my diverse business experience and skillset

QUALIFICATIONS

Energetic, organized, and responsible business professional with over 8 years progressive experience in business operations, account management, and sales. Adept at managing multiple responsibilities in a fast paced environment efficiently and effectively. Ability to form productive working relationships and function well as part of a team.

CORE COMPETENCIES

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|-----------------------|------------------|-------------------------------|
| + Account Management | + New Technology | + Creative Programs/Solutions |
| + Business Operations | + Marketing | + Project Management |

PROFESSIONAL EXPERIENCE

Spec-Ops Brand Marketing – Portland, OR

2012 to Present

Managing Director

Report to agency founder B. Scott Taylor and responsible for operations, account management, and project execution

- Develop strategic partnerships with local and national brands
- Work with clients and creative team to develop brand strategy, digital platforms, marketing initiatives, and performance metrics
- Manage technical and design teams to create logo/graphics, web properties, social media programs, SEO, search marketing campaigns, mobile assets, and tracking/optimization tools.
- Executive producer of KXL 101 FM radio show Cars and Stuff – Developed concept, managed ad sales, and responsible for all digital content including website, video, podcasts, and partner integration
- Represent professional athletes for marketing, licensing, partnerships, creative development, social media campaigns and PR
- Political consulting, strategy, and communication

Portland Trail Blazers – Portland, OR

October 2008 to March 2011

Digital Sales Manager

Reported to the Vice President of Corporate Partnerships and was responsible for development and sales of all digital programs

- Increased digital sponsorship revenue by 90% in 2 years
- Worked with in-house design teams and outside agencies to create integrated marketing programs across Trail Blazers online, mobile, and social media platforms

- Pitched new business and grew existing accounts with corporate partners, establishing multi-year partnerships with numerous national brands including Ford, Budweiser, Toyota, and Taco Bell
- Managed digital ad product development, sales team training, performance tracking, campaign optimization, market research, inventory, and sales reporting
- Developed leading edge interactive content including online video, behind-the-scenes player features, SMS promos, lead generation, retail activation, email marketing, and loyalty programs
- Integrated Trail Blazers digital marketing platforms with existing television, print, radio, and event channels
- Evaluated and negotiated partnerships with 3rd party technology vendors to enhance Trail Blazers digital fan experience
- Hosted Trail Blazers corporate partners at NBA games, player appearances, and hospitality events

CBS Interactive – Portland, OR

June 2005 to October 2008

Account Manager

Reported to the Accounts Director and was responsible for managing advertising accounts across a network of technology websites, as well as working with the Client Services team to ensure all clients were serviced at a level above and beyond expectations.

- Managed partnerships with agency and direct clients for leading online technology properties such as CNET.com, News.com, BNET.com, and Download.com
- Increased net revenue in excess of 20% in specific technology verticals
- Developed strategic relationships with partner websites to expand technology advertising network and increase sellable inventory
- Coordinated Client Services team to traffic, manage, and optimize online advertising campaigns.
- Attended conferences and events to promote CBS Interactive and cultivate industry relationships

Skies America Publishing – Portland, OR

November 2004 to June 2005

Account Executive

Reported to the Director of Sales and was responsible for selling and managing print advertising accounts for DEUCE magazine, the official magazine of the men's tennis tour, as well as writing select editorial content

- Developed advertising revenue base in the western united states with luxury and sporting goods brands
- Helped establish DEUCE magazine as the high-end alternative to existing tennis publications
- Traveled to ATP tennis tournaments to network with potential advertisers and maintain relationships with professional tennis players

COMPUTER SKILLS

- Microsoft Word, Excel, and PowerPoint
- Various CRM software including Salesforce, Microsoft, and Zoho
- Google DART for Publishers (online ad management)

EDUCATION

University of San Francisco - San Francisco, CA

Class of 2004

- B.A. Major in Philosophy
- Received Division I tennis scholarship