

Tom Mattox

Create, Connect, Inspire!

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Professional Summary

For over 15 years, I've led communications, community outreach, and program coordination efforts that have helped organizations do great things in their communities. I am a versatile and experienced professional in marketing, communications, project management, community outreach, website management and social media, writing, public speaking, and design (using Adobe InDesign and Photoshop). I am an enthusiastic team player looking to work with organizations and individuals dedicated to building a thriving and vibrant world.

Marketing and Communications

Food Front Cooperative Grocery; Portland, OR (2006-2011)

Community Outreach and Marketing Director

Directed all aspects of marketing, communication, and community outreach for two store locations.

Highlights:

- Yearly sales growth: \$5.7 million to \$10.9 million
- Membership growth: 3,000-7,000
- Created initial social media presence and strategy
- Directed re-branding, working collaboratively with designer and store staff
- Directed redesign of website and newsletter resulting in fresh and dynamic look
- Significantly elevated Food Front's visibility and reputation in two neighborhoods and citywide by sponsoring events, extensive outreach, and building personal connections

Duties:

Managed website and social media

Planned, supervised, and executed store and public events, including the annual membership meeting

Directed community outreach initiatives in two neighborhoods

Edited and designed *Front Lines* newsletter

Directed branding, design, and advertising

Supervised three staff; directed contract work

Managed yearly budget of \$125,000

Directed marketing and outreach for opening a second store

Directed internal and external PR and communications

Managed co-op ownership program

Participated in Management Team

Supported work of Board of Directors

Minneapolis Public Schools Community Education (2002-2005)

Public Information Assistant: Communications and Marketing

Coordinated marketing, design, promotion, and PR for Community Education Programs

Directed the design of catalogs, brochures, newsletters that went out to over 200,000 city residents

Lead redesign of marketing publications

Trained staff in design

Managed website

Participated in Leadership Team

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Adult Education and Program Coordination

Minneapolis Public Schools Community Education (1999-2002)

Adult Education Program Coordinator

Created classes; hired and evaluated teachers

Planned and executed special events

Supervised registration

Marketed program

Coordinated class and program logistics

Journalism and Editing

MicroHorizons/Triangle Park Creative (Minneapolis, MN: 1995-99)

Reporter and editor for community newspapers.

Business Experience

Worked in a variety of temporary office jobs in advertising and employee benefits.

Community/Social Work

Worked in a variety of settings with elderly, homeless people, children, and developmentally disabled individuals and groups.

Community Building: Boards, Committees, Volunteer Work

Food Front Cooperative Grocery Board Resource Council (2011-present)

Lift Urban Portland/NW Portland Ministries, Board (2009-2010); Community Outreach, (2011-Present)

Colored Pencils Art and Culture (2012)

Orlo/Bear Deluxe Board (2009-2010); Volunteer (Present)

Emergency Preparedness Committee: NW Neighborhood (2011-12)

Essential Health Clinic, Hillsboro: Communications assistance (Summer, 2011)

Raleigh Court Condo Association, *President* (2010-present)

Neighbors NW small grants selection committee (2009)

Chair of Hillsdale Business and Professional Alliance Marketing Committee (2009-10)

Nob Hill Business Association Board (2008-09)

Education

Bachelor of Arts in Communications and Writing: *Metropolitan State University (Minneapolis-St. Paul)*

- Co-founded and directed student newspaper
- Gave student commencement address

Awards

2010 Breakfast of Champions Hero to the Arts Award: NW Business for Culture and the Arts

1993 Outstanding Student Award: Metropolitan State University

Art Exhibits

Rain or Shine Coffee House (solo show), 2012

For the Love of Portland, 2012

Colored Pencils, City Hall, 2010

Art of Reconciliation: 2010