**Tom Mattox**

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**Executive Summary**

**Internal and External Communications ● Writer ● Editor ● Marketing Specialist**

* Deep experience and demonstrated success in leading communications, community outreach, and program coordination in a variety of business, nonprofit, and educational settings.
* Possesses the ability to craft editorial content—both print and electronic—to a range of audiences.
* Extremely well-organized and versatile. Thrives in environments in which deadlines, multi-tasking, and production are of the utmost importance. Particularly skilled in re-organizing existing procedures and launching new initiatives
* Esteemed for interpersonal communication, with a natural ability to connect and build rapport with others. Highly collaborative with a keen ability to gather, synthesize, and present information in a way that engages and inspires others.
* Wholeheartedly committed to success of co-workers. Adept at training and sharing information that enhances organizations and their work cultures. Lifelong dedication to learning, innovation, and creativity. Works to create a professional, positive, and enjoyable workplace.

**Core Proficiencies**

● Marketing and Branding ● Writing, Reporting, and Editing

● Producing Publications ● Design (Adobe Creative Suite)

● Project Coordination ● Website Content Management  
● Internal and External Relations ● Public Speaking and Presentation

**Professional Experience**

**Food Front Cooperative Grocery;** Portland, OR*(4/2006-1/2011*)

*A community-owned natural foods cooperative and leader in the local food movement*

**Community Outreach and Marketing Director**

Directed all aspects of marketing, communication, and community outreach for two store locations, while managing a yearly budget of $125,000. *Key Accomplishments:*

* Successfully communicated the value of co-op membership and shopping. Membership grew from 3,000-7,000. Yearly sales grew from $5.9 to 10.7 million.
* Edited staff newsletter. Directed internal communication about co-op values, events, and outreach.
* Managed food safety alerts for staff and media. Acted as media and community liaison.
* Directed communications and outreach for opening a second store.
* Significantly elevated Food Front’s visibility and reputation in two neighborhoods and citywide by sponsoring events, extensive outreach, and building personal connections.
* Published in *Cooperative Grocer* and *Portland Tribune*.
* Awarded the 2010 *Breakfast of Champions Hero to the Arts Award by* NW Business for Culture and   
  the Arts for support of non-profit arts groups.

**Minneapolis Public Schools Community Education;** Minneapolis, MN(3/1999-8/2005)

***Engages youth and adults in community-driven learning and enrichment opportunities***

***Community Education Coordinator/Public Information Assistant (2002-2005)***Coordinated communications for the Community Education department of Minneapolis Public Schools**.**Directed branding, design, promotion, and public relations for multiple Community Education Programs. Managed website. Member of Leadership Team. *Key Accomplishments:*

* Took over design and production of publications on short notice. Successfully trained others to share work. Promoted from Community Education Coordinator to Public Information Assistant.
* Lead redesign of marketing publications.
* Trained staff in design and in use of CMS website.
* Designed and edited reports to engage support of stakeholders
* Create marketing collateral.
* Lead marketing committee.

***Community Education Coordinator (1999-2002)***

Created classes based on community interest. Coordinated class and program logistics. Hired and evaluated teachers. Supervised registration. Marketed program. Planned and executed special events.

**MicroHorizons/Triangle Park Creative;** Minneapolis, MN (5/1995-3/1999) Creative agency helping non-profit and community organizations communicate their value  
  
**Reporter and editor**Wrote news and feature articles for community newspapers. Edited two publications. Directed work of freelance writers and photographers. Advertising support.

**Social Work**

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

**Boards, Committees, Volunteer Work**

Food Front Cooperative Grocery Board (2012-present)   
Lift Urban Portland/NW Portland Ministries, Board (2009-2010); Outreach Committee, (2011-Present)

Raleigh Court Homeowners Association, *President* (2010-2012)

Northwest District Association, social media project (2012)

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

Colored Pencils Art and Culture. Assisted with class logistics (2012)

Emergency Preparedness Committee: NW Neighborhood (2011-12)

Neighbors NW small grants selection committee (2009)

Hillsdale Business and Professional Alliance; Chair of Marketing Committee (2009-10)   
Nob Hill Business Association Board (2008-09)

**Education**

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

* Co-founded and directed student newspaper
* Received Outstanding Student Award
* Gave student commencement address