

# MATT QUINN

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**Portfolio site:** <http://cloverleafmedia.blogspot.com/> | *LinkedIn profile:* <http://linkedin.com/in/kcmattquinn>

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Human Resources  
VI Marketing and Branding  
1910 Main Street  
Kansas City, MO 64108

October 24, 2013

This letter is in support of my application for the Digital Project Manager position.

I am eager to discuss my enthusiasm with coordinating and building websites. I have extensive experience coordinating site development, as well as developing messages and digital content with a variety of tools.

Here is a summary of my recent project work. I hope you will agree this type and quantity of work fills EAG's requirements for the job.

- Coordinated a t-shirt and billboard design project using crowdsourcing DesignCrowd for radio station's Fall Fund Drive - September 2013
- Coordinated revision of a WordPress website for same radio station - April through September 2013
- Strong project management experience with Project Management Professional status for 6 years.
- Designed and deployed digital sign TVs for Harvesters employees in two locations - June 2013
- Consultant on Harvesters website makeover - specifically around content management system (CMS) selection and mobile site design
- Extensive CMS deployment and administration experience, including SharePoint, WordPress and Drupal
- Consulted with Rodgers Health Center on the direction of their website makeover, specifically around their choice of CMS - April 2013
- Coordinated development of employee website using SharePoint for Harvesters

I am eager to share how my experience could help KCPT grow in the digital space.

Sincerely,



Matt Quinn

PS - Visit my portfolio site to review the full extent of my work:

<http://cloverleafmedia.blogspot.com/>

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## PUBLIC RELATIONS AND COMMUNICATIONS PROFESSIONAL

*Writer & Presenter, Communications Strategist, Creative Tactician & Problem Solver, Relationship Builder*

**MARKETING / WEBSITE COORDINATION / SOCIAL & NEW MEDIA DEVELOPMENT / VIDEO PRODUCTION / PROJECT MANAGEMENT**

*Focus: Non-Profit Service Organization*

High-profile communicator with extensive Project Management experience in commercial and non-profit endeavors, as well as 10 years of high impact non-profit volunteer work in various PR and communications activities. Possess unique combination of soft and hard skills to stand out in molding ideas, framing strategy, communicating process, and driving execution. Strong creative and intuitive instincts in conceptualizing information to translate into compelling communication that impacts the targeted audience and delivers the right message. Well-regarded for ability to coordinate and collaborate with individuals and groups in delivering intended results. Adept at articulating a message through a variety of media tools including written articles, newsletters, websites, slideshow presentations, video, photography, and more.

### ***Proven Strengths in Non-Profit Service Work:***

Comprehensive communications and publicity experience with Kansas City area non-profit service and community organizations (e.g., the arts, minority organizations, and especially those attending to the poor). *Background includes:*

- ~ Publicity coordination for conferences, fundraising campaigns, and public speaking events
- ~ Writing—designing—producing: news releases, newsletters, flyers, brochures, video
- ~ Well-versed in social media, blogging, interactive Web content

### ***Examples of blogging and portfolio of contributions at the following sites:***

<http://foundationjournal.blogspot.com/> | <http://cloverleafmedia.blogspot.com/>

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## RECENT PROFESSIONAL EXPERIENCE & NON-PROFIT PERFORMANCE HISTORY

2008–Present

HARVESTERS—Community Food Network, Kansas City, Missouri

### **IT MANAGER (3/2008–Present)**

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Harvesters provides food assistance to 1000 non-profit agencies covering a 26-county area in Missouri and Kansas.

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Oversee systems support and applications for 120 employees and thousands of volunteers at two locations—Kansas City, MO and Topeka, KS.

- Selected contributions to improving network communication in service area that grew from 10 to 26 counties with 60% growth in employees (from 75 to 120 within three years, requiring second site at Topeka):
  - Designed and deployed **digital display TVs** to provide active updates for Harvesters employees.
  - **Consultant on Harvesters website makeover**, specifically in the areas of content management systems.
  - **Managed successful rollout of employee intranet website using SharePoint**, as well as microsites for board of directors and an external group. Migrated 10,000 Microsoft Office documents from network file share to SharePoint content management system. Trained 80 employees on site use.
  - **Led effort to build SharePoint web app** for processing agency applications that met the project schedule and budget
  - **Improved communication with all network food agencies** by coordinating development of web-based help desk application on SharePoint to track all customer calls. Completed project on time and within budget.
  - **Directed upgrade of phone, voicemail, email, fax, and backup systems** within just a two-month time frame.
  - **Saved Harvesters 50% on their \$25,000 contract** by coordinating switch to new phone and Internet service provider.

- Concurrent contributions in PR and communications for Non-Profit organizations in the Greater Kansas City area (*in reverse chronological order*):
  - **Coordinated development of revised WordPress website** for KKFI-FM 90.1 that launched in September 2013 with several styling changes and new features, including audio archiving and a web-based LISTEN NOW feature.
  - **Coordinated development of new WordPress website** for KKFI-FM 90.1 that launched in July 2012. Also serve on Board of Directors (2010–present) for this non-profit community radio station. *Activities include:* coordinating publicity for radio transmitter replacement; administering KKFI Facebook and Twitter accounts, increasing fans by 300% within three years; and serving on committees for Marketing and Strategic Planning.
  - **Maintain content on Samuel U. Rodgers Health Center website.** This responsibility includes posting news and updates to the public website, as well as consulting with community outreach personnel on web content technology (2012–present)
  - **Instrumental in raising awareness of homelessness and poverty** while serving as Publicity Coordinator for national Homelessness Marathon radio broadcast (2011 and 2012). Promoted the 14-hour event that aired on 125 radio stations by producing news release and administering publicity for Facebook page, Twitter feed, and YouTube channel. Successfully increased the number of Facebook Likes to 650 and Twitter followers to 300 for the event.
  - **Built and branded cost-effective Drupal website and media publicity within strict time constraints for national Grassroots Radio Conference** (2011). Created interactive e-commerce website for registration of 100+ attendees, and for gathering of 40 conference session proposals and 15 conference sponsorships. Developed Twitter and Facebook publicity posts.
  - **Advanced podcast site development** for public affairs radio programs (2009). Wrote do-it-yourself guide for podcasting audio content. Presented instructional session to KKFI on-air programmers.

## PROFESSIONAL EXPERIENCE & NON-PROFIT PERFORMANCE HISTORY

1993–2007

YRC WORLDWIDE TECHNOLOGIES, Overland Park, Kansas

**SENIOR PROJECT MANAGER** (2005–2007) **AND SENIOR SYSTEMS ADMINISTRATOR** (1993–2004)

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Fortune 500 company formed after merger of two major transportation companies—Yellow and Roadway.

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Developed strong verbal skills to cultivate relationships and strong writing skills to inform management and staff on particulars of project status. Instrumental in keeping job turnover very low as a result of good leadership skills.

- Led large high profile projects with budgets in the hundreds of thousands of dollars.
  - **Saved YRC approximately \$1.9 million over three years** as a result of leading Fax Migration Project. Managed \$300,000 project budget and collaborated with 25 groups during year-long project.
- **Senior Systems Administrator.**
  - Coordinated development of SharePoint website for 300 employees across two headquarters locations. This work included design and deployment of SharePoint system, migration of MS-Office documents and training employees.
  - Team leader for 6-10 system administrators
- Concurrent contributions in PR and communications for Non-Profit organizations in the Greater Kansas City area (*in reverse chronological order*):
  - **Served as Publicity Coordinator** for Hope Flowers School fundraising (2007). Part of team that raised over \$10,000.
  - **Attracted 300 area residents using \$30,000 budget as Publicity Coordinator for conference.** Coordinated the event and developed Web and print publicity materials (2006).
  - Volunteer for four years with Hispanic Productions cable television production.

## EDUCATION / PROFESSIONAL DEVELOPMENT

**Bachelor of Science / Computer Science and Mathematics**

ROCKHURST UNIVERSITY, Kansas City, MO | GPA: 3.4

*Certifications:*

- **Project Management Professional** — Project Management Institute, PMP # 449546 (Expires: 1/10/14)
- **Supervisor Certificate** — Mid-America Regional Council, Kansas City, MO (*Completed November 2012*)

*Presentations:*

- “SharePoint: A Case Study for Harvesters Food Bank” — Feeding America Conference (10/2011)
- “How to Use Facebook Pages to Support Your Non-Profit Group” — UMKC Communiversity (3/2011)
- “How to Create, Publish and Market an Audio Podcast” — UMKC Communiversity (3/2011, 7/2010)
- “How to Use Social Networks to Support Your Group” — UMKC Communiversity (6/2010, 2/2010)
- “Tech on a Budget” — Harvesters Food Agency Conference (4/2010, 1/2010)

*Web, Software & Technical Skills:*

- Content management systems — WordPress 3.6, Drupal 6, SharePoint 2007
- Domain/database/system management — Cpanel for Linux, MySQL management
- Constituent relationship management systems — Blackbaud Raiser’s Edge 7, CiviCRM 4.1
- Video-editing software and sites — Adobe Premiere Pro Creative Suite 4 (CS4), Adobe Premiere Elements 7, YouTube, TwitVid
- Photo-sharing and photo-editing software and sites — Adobe Photoshop Creative Suite 4 (CS4), Google Picasa, GIMP (open source image-editing software), Flickr
- Email list management — ConstantContact, Google Groups, open-source Mailman
- Print page layout software — Microsoft Publisher, Adobe Pagemaker
- Microsoft Office 2007 products — Excel, Word, Publisher, PowerPoint, Project Pro, Visio
- Backup and firewall tools — Barracuda Backup 890, Barracuda Web Filter 310, Barracuda Anti-Spam Gateway

*Publications’ Design & Production:*

- Conference Program Guide — 8-page publication for Harvesters conference, Topeka, KS (2012)
- Kansas City Sabeel Conference — 16-page full-color program guide (2006)
- Blues and Jazz Publications, Kansas City, MO (1988–1992) — completely revamped Kansas City Jazz Ambassador Magazine (24–40-page bi-monthly) and Kansas City Blues Society Newsletter (monthly)
- “Radio Wave” program guide — performed a complete makeover for the KKFI-FM 90.1 program guide (1990–1992)

*Recent Seminar Attendance (in Non-Profit organizational subject matter):*

- Non-Profit Technology Conferences, Atlanta, GA (4/2010), San Francisco, CA (4/2009)
- Three Blackbaud Web seminars (6/2009, 9/2008, 8/2008)
- “Social Media Strategy” session presented by Non-Profit Technology Network (NTEN) (4/2009)
- Non-Profit Connect session on using new media (3/2009)