



## MATTHEW CARVER

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*I am an energetic and creative communicator who excels at marketing to the specific values of clients and groups. My strengths include adeptness at utilizing wide varieties of technologies, personnel, and resources concurrently and efficiently.*

## CAREER HIGHLIGHTS

### **Creative/Marketing Director**

*River Parks Authority (RPA), OKC ONE Nonprofit Award Finalist, 2014*

Dramatically improved RPA outreach by utilizing web, email, and social media

- Generated successful "Find Yourself at River Parks" campaign that prompted an increase of 500,000 visitors over four years (25% increase)
- Responsible for creation of "Support River Parks" campaign (2012-2014), which led to significant funding improvements
  - \$350,000,000 George Kaiser Family Foundation donation in 2014
  - Created online giving channels, increasing 2013 RPA public funding by 7%
  - Created all online communications, marketing, on-site signage, and print materials for Wild Turkey, a high-end outdoor fundraising gala providing 25% of RPA annual revenue in 2010 and 2012
- Created and updated 21 concurrent social media channels, including Facebook, Twitter, and Instagram streams, for eight major events, entities, and fundraisers

Developed RPA fundraiser/event marketing, communications, websites, and signage

- Campaigned for and subsequently coordinated all River Parks efforts related to attracting/hosting Warrior Dash, The Color Run, and other large-scale events (2011-2014), boosting RPA revenue by 3% and contributing \$1,000,000+ to economy
- Created all online communications, marketing, mobile apps, on-site signage, and print materials for several regionally/nationally significant events, including:
  - Tulsa Oktoberfest, named a "Top 10 Fall Festival" by USA Today, nationally featured by NBC, CBS, and ABC in 2012, and recipient of first-ever multi-year title sponsor.
  - The Full Moon Run, named OK's Best 5k Event in 2013 & 2014
- Responsible for marketing for 100+ ancillary River Parks events
- Led sensitive communication efforts during public relation crises, including Least Tern endangered species preservation efforts, significant organizational changes, and Turkey Mountain development situations

Managed all marketing for preservation and user base growth of Turkey Mountain Urban Wilderness Area (nationally-recognized and awarded 400 acre green space area)

- Created Turkey MTN identity, website, and marketing approaches, leading to ten-fold increase in visitor numbers in four years
- Developed new Turkey MTN volunteer program with 1,000+ volunteers for long-term planning, focus testing, and coordinated quarterly volunteer days

Composed and scheduled communications for databases of 4,000+ personnel annually at RPA

- Tulsa Oktoberfest – 5 days, 50+ departments, 200+ shifts, 2,000+ volunteers
- The Color Run – Volunteer Coordinator, 300+ personnel and volunteers
- OKScotfest – 3 days, 300+ volunteers

Placed and tracked success of advertisements in print publications, Google Adwords, Facebook, and local media utilizing Google Analytics, Facebook metrics, and custom methodology

Created monthly video and PowerPoint updates for RPA Board of Trustees and government officials, successfully raising interest and sponsor support for upcoming RPA events

### **Graphic Designer/Web Developer**

*Brookside Studios, MJCarver.com, and DataCom, Inc.*

Developed 200+ web concepts for businesses, events, and nonprofits

Certified for Google Adwords and other marketing platforms

Outlined marketing strategies for 75+ local and international clients

Created all web and print marketing for Falcon Rods, an international fishing company

- Created and updated Magento-based e-commerce website with 1,000+ products
- Designed yearly print catalog 2011-2013 with 1,000 product listings
- Successfully marketed Falcon Rods to appeal to larger suppliers in 2013

Created entire corporate identity and product line-up for DataCom, Inc., leading to attraction of first multi-million dollar client in 2006

*I have extensive nonprofit, government, and private industry marketing and design experience involving public relations, events, e-commerce, fundraisers, long-term organizational strategy, volunteer & personnel management, crisis communications, and branding.*

## **EMPLOYMENT HISTORY**

### **Principal - MJCarver.com (2009-2010, 2014-2015)**

Presented, developed, and implemented web and marketing campaigns for 35+ organizations

### **Creative/Marketing Director - River Parks Authority (2010-2014)**

Formed complete event marketing, fundraising strategies, and public outreach campaigns for River Parks Authority (a nonprofit public trust) and associated events and organizations

### **Lead Graphic Designer/Assistant Web Developer - Brookside Studios (2007-2009)**

Designed and developed 200+ websites and marketing packages for local & international businesses

### **Marketing/Graphic Designer – DataCom, Inc. (2005-2007)**

Created marketing platform, including corporate identity, web, print, and software suite design

## **PROFICIENCIES/EDUCATION/INTERESTS**

- Skilled with Adobe product suite (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere)
- Proficient with web and mass communication platforms (Constant Contact, Mail Chimp, Wordpress) and web technologies (HTML, CSS)
- Proficient with Microsoft Office suite (Word, Excel, PowerPoint, Access)
- Skilled photographer and videographer, proficient with Adobe Lightroom and Sony Vegas
- Awarded National Merit Scholarship, Nigh Scholarship, & Oklahoma Academic Scholarship, and graduated from Rogers State University with honors & degree in Graphic Technologies
- Avid runner, cyclist, hiker, and mountain climber; member of IMBA and other volunteer efforts

*For more information, please view my online portfolio at [www.mjcarver.com](http://www.mjcarver.com)*