

**Matthew Thorson**

**PROFILE**

Motivated, passionate marketing and sales professional with a successful track record at

several well-respected agencies. Experienced public speaker and professional presenter.

Talent for customer service and working with clients from introduction through closing process.

Equally capable of working independently and collaborating with multiple teams or

departments.

**SKILLS SUMMARY**

Social Media Content Management Research and Analysis

Task Management Client Relations Blog and Creative Writing

Network Development Marketing and Sales Project Management

Technical Writing Customer Service Public Speaking

**PROFESSIONAL EXPERIENCE**

**SOCIAL MEDIA:** TWITTER//FACEBOOK//WORDPRESS//BLOGGER//TWEETDECK//GOOGLE+

Developed strategic plan to create impactful online presence and build awareness

Drafted original content and adapted existing collateral for web use

Integrated social media across platforms and linked with client website and third-party content

Increased audience through developing client's online network and providing useful content

**PROJECT AND TASK MANAGEMENT:** SHAREPOINT//DATABASE//EXCEL//BASECAMP

Managed proprietary content management systems, integrated e-mail and calendar software

Developed and maintained workflow status grids to map project cycles and track

accountability

Reported status updates during team and client meetings and tracked actionable items

Wrote and disseminated detailed monthly budget reports

**PUBLIC RELATIONS:** MEDIA RELATIONS//CONTENT CREATION//CLIENT RELATIONS//MARKETING

Built relationships with key mainstream and trade media and industry analysts

Drafted web, social media and traditional collateral

Garnered client exposure through strategic media placements in key mainstream and trade

media

Monitored and reported clients' media reputation and competitors' media coverage

**EMPLOYMENT HISTORY**

**BONFIRE MARKETING**—PORTLAND, OREGON

COMMUNITY MANAGER, APRIL 2012 TO FEBRUARY 2013

Ran Facebook, Twitter, and other social media platforms for local and international clients.

Created content for blogs, developed online strategies and ran online advertising.

**LILA ELEMENTARY SCHOOL**—SEOUL, SOUTH KOREA

ENGLISH TEACHER, DECEMBER 2009 TO DECEMBER 2010

Planned and taught the first summer camp program in school's history. Taught a foreign

language to students of various skill levels and experience.

**MCCLENAHAN BRUER COMMUNICATIONS**—PORTLAND, OREGON

ASSOCIATE COMMUNICATIONS COUNSEL, JUNE 2008 TO MARCH 2009

Teamed to launch a global awards program and gala event in San Francisco recognizing

outstanding customer deployments of enterprise server system.

**PADILLA SPEER BEARDSLEY PUBLIC RELATIONS**—MINNEAPOLIS, MINNESOTA

ASSISTANT ACCOUNT EXECUTIVE, APRIL 2007 TO APRIL 2008

Successfully led media outreach efforts for several manufacturing client accounts. Interviewed

client contacts and their customers and drafted original case studies.

**TARGET CORPORATION**—MINNEAPOLIS, MINNESOTA

MERCHANDISE COORDINATOR, JANUARY 2004 TO JULY 2006

Conducted vendor training sessions to assure compliance to corporate guidelines.

Represented Softlines division on companywide software design advisory panel.

**EDUCATION**

**UNIVERSITY OF MINNESOTA, TWIN CITIES**—MINNEAPOLIS, MINNESOTA

Bachelor of Arts, Journalism Strategic Communications

Minor, Communications Studies

**PRO BONO**

**VOICE FOR OREGON INNOVATION & SUSTAINABILITY**—PORTLAND, OREGON

LEAD SOCIAL MEDIA COORDINATOR, AUGUST 2011 TO DECEMBER 2011

Increased twitter followers by 300 percent and counting, and increasing presence via

Facebook and Linkedin. Led online promotional efforts for Alliance's first annual Champions of

Change Awards and eponymous fundraising event, raising $10,000 and increasing

membership by 10 percent over a six-week promotion period. Created social media basics

guide for Alliance membership.

**FAMILY FORWARD OREGON**—PORTLAND, OREGON

SOCIAL MEDIA COORDINATOR, OCTOBER 2011 TO DECEMBER 2011