



MATT McCORMICK



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PROFESSIONAL EXPERIENCE



2009 - 2016

Forest Home Christian Camps // Forest Falls, CA

- Director of Communications
- Interactive Media & Research Manager
- Graphic / Web Designer
- Managed communications budget of over \$600,000, lead team of 5 full-time and 11 summer season staff, and responsible to help raise funds and revenue sales of \$12M annually.
- Initiated strategy to reallocate over \$75,000 from traditional print marketing into online marketing, which included Google AdWords & Facebook Ads.
- Created and implemented focus group and market research tactics as well as provided detailed results from research with specific "next step" directions.
- Spearheaded numerous branding initiatives including:
 - Redesigned mobile friendly website and restructured the CMS to allow for quicker web edits as well as provided ways to reduce inaccurate information across website.
 - Reestablished online advertising. Combined with newly redesigned website, generated online sales leads increased by 250%.
 - Created Social Media Influencers Program to reach target audiences in ways traditional marketing missed and/or are no longer relevant.
 - Developed on-demand in-house screen printing and apparel research allowing for instant market testing (for both design and material) as well as reduced outsource costs by 65%.
 - Launched campus-wide use of electronic signage.
 - Established social media strategies and engagement policies & practices.



2003 - Present

Modern Messengers // Nationwide

- Owner
- Business Consultant
- Graphic & web design business with added services of branding, marketing & strategic planning, research and product development.
- Provided graphic / web design for clients such as:
 - Switchfoot
 - Steven Curtis Chapman
 - NOTW / c28.com
 - Premier Christian Cruises
 - Camp Electric
- Provide social media consulting and workshops for people interested in blogging for income.
- Recently, have provided full business rebranding to Redlands Gymnastics Club which has included:
 - Conducted market research to identify target audience and how to reach / gain new customers.
 - Revamped new Mission Statement and created year-long marketing plan that correlates to the new mission.
 - Redesigned brand including website, print material, onsite signage, employee engagement policies, new floor scheduling and newer birthday party promotions.
 - Created new surveys to find out how people found this gym and surveys to determine why people are leaving. This is for both employment and for gymnasts.
 - Redlands Gymnastics Club had monthly membership average of 890 gymnasts before obtaining our service. 14 months later, they are at 1110 gymnasts, which is approx. \$16,500 additional monthly revenue.

EDUCATION



1998 - 2002

Sport Management *with emphasis in Business*

→ University of Memphis

PAST EXPERIENCE



2002 - 2003

Covenant United Methodist Church // Cordova, TN

→ Director of Recreation



2000 - 2002

Independent Presbyterian Church // Memphis, TN

→ Assistant Director of Recreation

REFERENCES



TARA ANDERSEN, CFRE, MBA

Current: Forest Home Christian Camps
Senior Director of Development

Phone: 714.883-8173

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MELANIE McGRAW

Current: Forest Home Christian Camps
Director of Reservations

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DAVE GROUT

Current: Timberline Team Consulting
Owner

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MICHAEL WHITE

Current: First Baptist Church of Big Bear
Senior Pastor

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Email: michael@bigbearbaptist.org

PROFESSIONAL SKILLS



STRENGTH FINDERS

→ Maximizer

Seek to transform something strong into something superb.

→ Ideation

Able to find connections between seemingly disparate phenomena.

→ Input

Enjoys collecting and archiving all kinds of information.

→ Strategic

Can quickly spot the relevant patterns and issues.

→ Analytical

Able to recognize and identify all the factors that might affect a situation.



AREAS OF EXPERTISE

→ Market Analysis & Research

→ Online Marketing Strategies

→ Print & Web Production

→ Social Media Strategies

PERSONAL



PERSONALITY TRAITS

→ Flexible / Adaptable

→ Innovative

→ Leader

→ Relational

→ Technologically Savvy



INTERESTS

→ Dating My Wife

→ Fantasy Football & Baseball

→ Playing & Watching Sports

→ Travelling