

MATT RHODES

email: matt@mattrhodes.net

phone: 303.726.9232

April 1, 2019

Sarah Park
President
MeetEdgar

Dear Sarah Park,

I recently attended Content Creator Day. Afterwards, I was on the MeetEdgar web site and discovered you are looking for a new Director of Marketing. When I read the description for the position, I was excited because I offer a unique blend of skills and experience that would be particularly suited for this position.

Having worked as a solopreneur for over a decade, I know the daily challenges your audience faces when it comes to running your own business (not to mention being your own marketing department). In addition, I also have years of experience leading a marketing team. So I understand what it takes to effectively manage numerous projects and people simultaneously.

I am excited about the possibility of working with the MeetEdgar team because I know that you are as passionate about serving online entrepreneurs as I am. I've followed Laura Roeder's work for a long time and feel like my values and beliefs about marketing closely align with what MeetEdgar is all about: helping entrepreneurs simplify and succeed in online business.

If you are looking for someone who is passionate about online marketing, who loves serving online entrepreneurs, and who excels at leading a creative team, then I'd love to talk!

Please find my resume attached for more details. Please feel free to contact me at 303.726.9232 or matt@mattrhodes.net. Thank you for your interest and consideration. I look forward to hearing from you soon!

Sincerely,



Matt Rhodes

MATT RHODES

email: **matt@mattrhodes.net**

phone: **303.726.9232**

PROFESSIONAL EXPERIENCE

2016 – Present

Creative Associate Director

Mission Hills Church, Littleton, CO

- Work collaboratively with the marketing team to create a cohesive, consistent marketing strategy.
- Direct marketing team through the creative process to develop creative assets for events and marketing campaigns.
- Nurture the creativity and design skills of the communication team through creative direction, encouragement, and skills training.
- Create communication strategies to market, inform, and promote teaching series, big events, and other campaigns.
- Design promotional materials related to church-wide activities with a high standard of creativity, excellence, and effectiveness.
- Play a lead role in creative sessions for project kick-offs. Collaborate with marketing team to develop concepts to present to leadership.
- Provide preliminary creative design solutions within tight time lines and defend creative execution with sound rationale.
- Set the stylistic direction of advertising and marketing materials and campaigns in print, video, and digital.
- Oversee the brand standards including the re-branding process and determine the best ways to visually represent the organization's identity.
- Manage multiple projects simultaneously from concept through completion.
- Participate in continuous process improvements to keep department efficient and effective including Asana and Dropbox management.

2006 – Present

Business Owner and Creative Director

Fox Fire Creative, Highlands Ranch, CO

- Oversee the daily operations of running a successful business including developing marketing strategies, budgeting and accounting, and managing projects and employees.
- Consult with clients to assess their needs, to advise them on marketing strategy, to develop and implement effective marketing plans, and to evaluate the success of their strategic objectives.

EDUCATION & CREDENTIALS

1998

Master of Divinity, magna cum laude

Fuller Theological Seminary, Pasadena, CA

1993

Bachelor of Arts, summa cum laude

Westmont College, Santa Barbara, CA

SKILLS & TRAINING

- Online marketing including Facebook Ads Manager, Zapier, ConvertKit, LeadPages, Google Analytics, ManyChat, and webinar platforms
- Project management including collaborative software like Asana, Slack, Dropbox, and Google Drive
- Graphic and web design including Adobe InDesign, Illustrator, Photoshop, and WordPress
- Strong interpersonal and team management skills

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REFERENCES

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Executive Director

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Keith Cobell

President, Strategic Initiative

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Stu Cleek

Dean of Students

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