

# Robby Matthews

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<b>Profile</b>	<ul style="list-style-type: none"><li>▪ Strong sales and marketing experience in industries including internet, agency, beverage distribution, professional sports, media and construction.</li><li>▪ V.P. of Education for Sales &amp; Marketing Executives International- Arkansas Chapter, former V.P. of Marketing/Public Relations; Co-Founder of Net Impact Collegiate Chapter, Craws for Paws founder &amp; committee member. I Dream A World youth performing arts camp committee chairman &amp; fundraising director, member of Refresh Central Arkansas, member of Little Rock Tweetup, member of Digital Disciples;</li><li>▪ Proficient in various computer programs including 10 years experience with Microsoft Office Suite as well as graphic design, audio editing software, web analytics tools and several Website Content Management Tools.</li></ul>	
<b>Education</b>	M.B.A. University of Arkansas at Little Rock	2007
	B.B.A. Marketing, University of Arkansas at Little Rock	2005
<b>Career History</b>	<b>First Orion, Conway, AR</b> <b>Marketing Manager</b> <ul style="list-style-type: none"><li>• Responsible for all marketing/public relations activities for PrivacyStar, the company's BlackBerry &amp; Android Smartphone application</li><li>• Planned and executed \$200,000 ad spend over several media including TV, internet radio, mobile and online</li><li>• Responsible for all internal and external communications</li></ul>	2010-2010
	<b>Robby Matthews Consulting, Little Rock, AR</b> <b>New Media/Marketing Freelancer</b> <ul style="list-style-type: none"><li>• Consult with Small Businesses &amp; Non Profits including Digital Media Creation and strategy creation and implementation</li><li>• Social Media Marketing Strategy Consulting</li><li>• Newsletter writing and print layout</li></ul>	2008-Present
	<b>University of Arkansas at Little Rock, Little Rock, AR</b> <b>Adjunct Instructor of Marketing</b> <ul style="list-style-type: none"><li>• Taught MKTG 3350 Principles of Marketing</li><li>• Used Blackboard CE6 Learning System for online class</li></ul>	2008-2008
	<b>Aristotle Web Design, Little Rock, AR</b> <b>Marketing Project Manager/Web Analytics</b> <ul style="list-style-type: none"><li>• Served as Project Manager &amp; Media Planner/Buyer for Internet Marketing/Advertising campaigns with budgets up to the mid six-figure range</li><li>• Used a variety of Web Analytics tools to track, analyze and report website activity and make recommendations for website and marketing initiatives</li><li>• Assisted with strategic planning for clients with a specialty in secondary competitor &amp; current situation research</li></ul>	2007-2008