

Robby Matthews

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Profile

- Sales and Marketing experience in industries including internet, agency, beverage distribution, professional sports, media and construction.
- V.P. of Education for Sales & Marketing Executives International- Arkansas Chapter, former V.P. of Marketing/Public Relations; Co-Founder of Net Impact Collegiate Chapter, Craws for Paws founder & committee member. I Dream A World youth performing arts camp committee chairman & fundraising director, member of Refresh Central Arkansas, member of Little Rock Tweetup, member of Digital Disciples;
- 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.

Education

M.B.A. University of Arkansas at Little Rock 2007
B.B.A. Marketing, University of Arkansas at Little Rock 2005

Career History

University of Arkansas at Little Rock, Little Rock, AR 2008-2008
Adjunct Instructor of Marketing

- Taught MKTG 3350 Principles of Marketing
- Used Blackboard CE6 Learning System for online class

Robby Matthews Consulting, Little Rock, AR 2008-Present
New Media/Marketing Freelancer

- Small Business & Non Profit consultant on digital media creation and strategy creation and implementation
- Social Media Marketing Strategy Consulting
- Newsletter writing and print layout

Aristotle Web Design, Little Rock, AR 2007-2008
Marketing Project Manager/Web Analytics

- Project Manager & Media Planner/Buyer for Internet Marketing/Advertising campaigns, leading content creation, A/B testing and optimizing
- Used a variety of Web Analytics tools to track, analyze and report website activity and make recommendations for website and marketing initiatives
- Drafted Strategic Plans for both web and traditional marketing clients

Rew Group of Arkansas, North Little Rock, AR 2006-2007
Director of Marketing/Public Relations

- Oversaw Forecasting, Ordering, Marketing, and Selling of Product line consisting of over 65 products, increasing sales in the line over 250%
- Created and Implemented Marketing and Communications Plan, Branding, Advertising, and charitable giving
- Served as Liaison to Media, Industry Groups, and Chambers of Commerce