

Mary M. Meyer

From: Matt Starr [mattstarr79@gmail.com]
Sent: Thursday, November 15, 2012 3:02 PM
To: Council Packet
Subject: Lincoln City Council Consideration
Attachments: Matthew Starr Resume & References.pdf

To Whom It May Concern,

I would like to be consider for the Lincoln City Council. As a 11 year resident of Lincoln I feel I have the education, knowledge and trust to become a City Council member. I would love to discuss my qualifications with you and answer any questions you may have about my attached resume. Please feel free to contact me at 402-416-3085. I look forward to hearing from you and for your consideration for the Lincoln City Council.

Thanks!

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Matt Starr
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MATTHEW A. STARR

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(402) 416-3085

mattstarr79@gmail.com

www.matthewastarr.com

Professional Profile

B.S. graduate with record of success in marketing at the local, regional and national levels. Creative problem solver with ability to drive revenue growth, resolve conflict, improve morale and consistently exceed profit goals.

- **Management**-Solid background in planning and executing sales and marketing plans. Hands-on manager with highly developed negotiation skills and experience cultivating strategic business partnerships. Equally strong in budgeting and financial management.
- **Marketing**-Proven ability to recognize and capitalize on market trends and assume bottom-line responsibility for strategic planning, pricing, marketing research and forecasting. Broad knowledge of marketing disciplines, including research, telemarketing, promotional planning, pricing, merchandising, event planning and advertising.
- **Team Building**-Decisive team leader with extensive experience recruiting and hiring sales teams, developing talent and creating effective training programs.
- **Communication**-Persuasive communicator with well-developed presentation and negotiation skills. Able to develop productive relationships with colleagues, customers and staff at all levels.

Education

Wayne State College

Wayne, NE

- Bachelor of Science Degree in Sport Management Marketing, Recreation and Leisure service

University of Nebraska

Lincoln, NE

- Graduate Studies

Larabee School of Real Estate

Lincoln, NE

Experience

GreenField Direct

National Sales Manager

January 2012-Present

Greenwood, NE

- Hired and trained sales staff and organized travel arrangements
- Created and designed all marketing material

Manager of Inside Sales

Digital Sports Video, Inc

April 2006-July 2011

Lincoln, NE

- Developed and managed a new division of the company IS Team
- Tech support/Install specialist
- Maintained and renewed business contracts

Technology Consultant

Game Plan

November 2005-April 2006

Lincoln, NE

- Tech support specialist
- Inside Sales rep
- Maintained and renewed business contracts

Director of Marketing

USA Olympic Committee-Roller Sports

November 2003-Nov. 2005

Lincoln, NE

- Developed and implemented marketing strategies plans & coordinated all contracts
- Marketed USA Roller Sports National Championships, 3-5 million dollar impact

Assistant General Manager/Game Operations

Lincoln Indoor Football (Lightning & Capitols)

May 2001-December 2003

Lincoln, NE

- Increase attendance by 25% and sponsorship by 125%
- Maintained and renewed business contracts for sponsors
- Coordinated coach,/team/mascot public appearances/Coordinated Team travel

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Specialized

Course Work

Marketing	Public Relations	Sport Marketing
Business Statistics	Advertising	Management theories
Sport Law	Rec. Leadership	Sport Economics

Computer

Applications

Microsoft Access, Excel, Power Point, Publisher and Word; Adobe Photo Shop; Adobe PageMaker; Front Page; Quark Express; Netscape; Internet Explorer; HTML; Site Builder; Web Design

Volunteer Work

<i>Grant Wistrom Golf Charity</i>	January 2004-2010	Lincoln, NE
<i>YMCA</i>	August 2002-2009	Lincoln, NE
<i>Light House</i>	August 2002-February 2003	Lincoln, NE
<i>Greenwood Fire Department</i>	May 1997-2001	Greenwood, NE
<i>Platte Valley Basketball Camp</i>	May 1997-2005	Ashland, NE

Other Activities

- Palmyra Head freshman and JV/Assistant varsity coach 2006-present
- Salesforce Administrator School 2007
- Sports Management Symposium speaker 2003, 2005
- Irving Middle School Basketball Coach 2004-2006
- YMCA Spirit League Basketball Coach 2001-2006
- Sports Management Symposium speaker 2003, 2005
- Lincoln Chamber of Commerce 2005
- YMCA Downtown Service Center Front Desk 2004-2007
- YMCA Site-Supervisor 2004-2008
- KOLN/KGIN 10/11 News High School Sports Assistant 2003-2005
- Lincoln Capitols Game Day Coordinator 2004 season
- Omaha Beef Game Day Coordinator 2004 season
- Lincoln East High School Intramural Sports Coordinator 2003
- Wayne State Sports Information office 2000
- SPORTS Club (Students Pursuing Occupations Related To Sports) 2000-2001
- Registered Official for Basketball, 2000-2001, 2003-2004
- Lincoln Lightning Arena Football Internship 2001
- Editor/owner of the 2001-2002 Nebraska High School Basketball Preview Guide (3000 copies sold) 2001-2002
- Village of Greenwood Parks and Recreation 1998-2001
- Leadership Conference 1999-2000
- Lincoln Parks and Recreation Golf Ambassador 1998-2000
- Mahoney State Park Grounds/Security 1995-1998

References

Sherry Griffin, President/Co-Owner
(773) 595-0994 sgriffin@elucidate-solutions.com

Tom Lorenz, General Manager of Pershing Center
(402) 441-8744 tlorenz@pershingcenter.com

Richard Hawkins, Executive Director for USA Roller Sports
(402) 483-7551 rhawkins@usarollersports.org