

Kelli Matthews

Profile

Smart, strategic public relations professional with substantial experience providing counsel, researching, planning, implementing and evaluating communication initiatives. Proven ability to manage issues, prepare for and respond to crises, develop good media relations and build teams. Seeking opportunity to contribute expertise in a leadership role to enhance and maintain organizational reputation.

Experience

Managing Director, Verve Northwest Communications, Eugene, Oregon 2002-2008

Manage all facets of a full-service public relations, marketing and design agency from business development through campaign evaluation. Provide strategic counsel, conduct research, plan, implement and evaluate all initiatives.

Key Results

First Strike Environmental

Served as media liaison and crisis communications counselor for a fatality van accident.

- ♦ Maintained positive relationships with all stakeholders, including local and national media.
- ♦ Advised on corporate strategies, statements, key messages for employees, media, government officials, and public agencies.
- ♦ Negotiated controversy and reversed negative public perception

Arysta LifeScience

- ♦ Successfully implemented North America headquarters shut-down and relocation with no disruption to the business or negative impact to the corporate reputation.
- ♦ Created strategic plan for relaunch of Intranet and corporate Web site.
- ♦ Implemented strategic plan through careful research and story development.

Community Health Centers of Lane County

- ♦ Increased awareness of low-income health clinic through implementation of strategic communication plan.
- ♦ Developed and produced all marketing communication material, special event plans and media relations programs.
- ♦ Increased brand awareness, differentiating CHCLC's services from other "safety net" clinics

Arlie & Company

- ♦ Produced quarterly e-newsletter, consistently exceeding click-thru targets.
- ♦ Improved corporate reputation through Internet communications, speaking engagements and expanded interpersonal outreach opportunities.
- ♦ Increased awareness in trade and consumer media through media relations

Visiting Instructor, University of Oregon, Eugene, OR 2002-2008

Teach public relations courses in the School of Journalism and Communication. Focus on theory, research, writing, planning and campaigns. Mentor and advise students on academic and professional career goals. Serve as adviser to the student-run public relations firm. Classes taught include: Principles of Public Relations, Public Relations Plans & Problems, Public Relations Campaigns, Introduction to Strategic Communications.

Promoted from Graduate Teaching Fellow, 2004; 2004-2005 Adjunct Instructor of the Year

Kelli Matthews

PR Account Manager, Public Relations Services, Eugene, OR

2001-2002

Provided public relations, marketing communications and event planning in a public relations agency.

Key Results

- ♦ Increased and broadened the quantity of quality of entries in a journalism ethics award program for the School of Journalism and Communication at the University of Oregon.
- ♦ Heightened awareness of the dangers of drunk driving on Super Bowl Sunday through media coverage for a nonprofit treatment center.

Other Professional Positions

Ghana Social Marketing Foundation; City of Eugene Planning and Development; City of Eugene City Manager's Office; VoiceStream Wireless

Education

Master of Arts, Bachelor of Arts

University of Oregon

Major: Journalism, Public Relations

Community Service

- ♦ Eugene Airport Rotary - Board of Directors, Public Relations
- ♦ Friendship Foundation for International Students - Board of Directors
- ♦ United Way of Lane County Success by Six Initiative - Leadership Team