



Missy Costello Matthews

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Summary of Qualifications:

- **Strong organizational skills and attention to detail**
- **More than 25 years of experience in Organization / Project Management, Communications, Graphic Design, Writing, Copy Editing, Volunteer Coordination**

Proficient in the following computer programs:

Adobe Creative Suite: InDesign, Photoshop, Illustrator
Microsoft Office Suite
iPhoto / iMovie / iDVD

As Market Square / Main Street Manager (2017 to July 2020):

- Managed Main Street Program for Reidsville, a program of historic preservation and economic development. In 2019, Reidsville's Main Street Program was nationally accredited for the first time since their admittance to the program in 1984.
- Promoted and supported downtown economic development. Helped recruit developer who is in the process of adding 10 residential units and retail spaces downtown, and 20+ residential units in a former industrial area adjacent to downtown,.
- During 2020 pandemic, worked with Reidsville Chamber of Commerce to support local business, including creating restaurant promotions and a program that sold \$15K in gift cards in three weeks and raised \$15K for local aid agencies, established a weekly online "huddle" for businesses to share resources and ideas, and created a free weekly small business webinar with the Chamber, county economic development staff, and the SBC.
- Managed Reidsville Downtown Corporation (14-member volunteer board overseeing Main Street efforts), including conducting monthly board and committee meetings, recruiting volunteers, facilitating the creation of an annual plan of work and directing efforts to carry out that plan. Reorganized the board by establishing clear board member responsibilities and a social media policy for board members, creating an orientation for new board members, and revamping board bylaws.
- Created summer concert series for City of Reidsville, including booking talent and audio/visual professionals, created content to promote series and recruiting and managing event volunteers.
- Organized annual Fall Festival (Saturday, 10 a.m. to 9 p.m.; attracting 15,000+ visitors) with two entertainment stages, 125+ vendors, amusement rides, and children's activities. Includes booking talent and audio/visual professionals, securing sponsors, booking vendors, organizing festival layout, creating content to promote festival, and recruiting and managing event volunteers.
- Organized downtown events such as Second DownTown Fridays (April to September: classic cars, music, beer garden); Christmas Tree Lighting (Santa, music, dance troupe, sledding); and merchant shopping events.

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