



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.

• **As CAUMC Communications Director (2013 to 2017):**

- Create weekly in-house newsletter and weekly email newsletter: write articles, copy edit, design, and secure / create relevant photos / art
- Create all collateral materials (banners, posters, graphics, brochures, fliers, etc.) to promote church events, internally and externally
- Oversee branding initiative for church, including redesign of church website
- Work with Education Director and volunteers to create, organize and promote church and community events
- Update church website; manage social media

• **As FUMC Hurst Communications Director (2007 to 2014):**

- Created quarterly magazine / monthly newspaper sent to 1,500+ households: writing articles, copy editing, designing, and securing / creating photos and art
- Created weekly e-mail newsletter, sent to subscription of 1,300+
- Created all materials to promote church events, internally and externally (banners, posters, graphics, brochures, fliers, etc.)
- Oversaw church's Communications Committee and team of photography volunteers
- Worked with volunteers to organize annual festival that raises \$40,000+ for missions
- Oversaw branding initiative, including redesign of church website

• **Fort Worth Museum of Science and History (1992 to 2007):**

As Exhibitions Operations Manager:

- Managed daily operations for exhibits staff of four
- Coordinated schedules for temporary exhibits at museum (4–6 per year) and museum-owned traveling exhibits (allocating staff time, resources, and funds)
- Served as Project Manager for traveling exhibition, *Joshua's Journey* (coordinated timeline and budget for fabrication, created all marketing materials)
- Integral in securing Smithsonian exhibit *September 11: Bearing Witness to History*, bringing 100,000 additional visitors than the same three-months in the previous year.

As Marketing Coordinator:

- Created all advertising, public relations, and collateral materials for exhibits and film
- Helped plan and implement donor and media events for exhibits and films
- Acted as Museum representative for press: print, radio, and video
- Designed and maintained database of 400+ media contacts
- Wrote, edited, and designed member newsletter, *FRONTIERS!*

• **Employment:**

City of Reidsville, North Carolina

Market Square / Main Street Director, Sept. 2017 to present

College Avenue United Methodist Church Communications Director, 2013–2017

Kansas State University; Instructor, Spring 2012 to May 2016:

Principles of Advertising	Case Studies in Advertising / Case Studies in PR
Public Relations Writing	Design / Production for Advertising / PR

First United Methodist Church Hurst: Communications Director, Feb. 2007 to Jan. 2014

Texas Tech University School of Mass Communications: Adjunct, Spring 2010

Fort Worth Museum of Science and History

Exhibitions Operations Manager, 1998–2006; Marketing Coordinator, 1992–1998

Education: Texas Tech University, Lubbock Texas; B.A. in Advertising, Minor: Art

