

# Matt Staller

1070 Fawn Trail • Interstate West • The Ranchettes

Kingston Springs (Nashville) TN 37082

**615-952-4680 • 917-922-8010**

<http://www.mattstaller.com>

**99@mattstaller.com**

## Experience Summary

Brings a unique blend of experience and education to business communications issues. Well-suited to difficult mathematical, conceptual and procedural issues, and quickly grasps the essence of new tasks, prioritization of deadlines, team dynamics and project management. Highly-efficient and motivated self-starter.

## Professional Background



**i3 RESEARCH** (UnitedHealth Group), Basking Ridge NJ-Secaucus NJ-Kingston Springs TN Jul 2004-Feb 2006

### Sales and Marketing Communications

Report to the directors of Sales and Marketing, improving internal and external corporate communications.

- Developed a standard proposal template that is used throughout the organization, prototyped initially in Adobe InDesign, it was implemented for wide use in Microsoft Word. It includes several graphical enhancements, and exploits advanced features of the application (Word) to better structure and deliver proposal content to prospects.
- Consulted on several deadline-sensitive sales-driven initiatives within the larger organization, up to and including C-level executives and board-level management.
- Provided sales team with graphics, charts, slides as needed when difficult concepts or large data sets are involved.
- Identified cost-reduction opportunities in procurement of services from outside suppliers of advertising and marketing services; developed benchmark costs which were used by management to negotiate cost savings with vendors.



**LOWE WORLDWIDE** (Interpublic Group), New York NY Apr 1995-Jul 2004

### Marketing and Operations

Reported to the Directors of Media Services with per-project reports to various group heads; responsible for improving communications, processes and services.

- Applied corporate identity and graphic standards to internal and client-facing communications; covering virtually all business communications outside of the core offering (general advertising).
- Developed and documented business processes that eliminated the need for thousands of man-hours per year in duplicated efforts.
- Introduced data mining and optimization techniques, including integrating the products of existing data services contracts, identifying and eliminating inefficiencies in existing contracts, and negotiating cost savings with providers. The enhanced data products and services that resulted were used in conjunction with mining, optimizations and other proprietary algorithms to gain additional negotiating leverage in the broadcast and print advertising markets, reducing client costs.
- Improved the efficiency of the print and broadcast studios by developing aggressive cost benchmarks and implementing a revised fee structure, passing the savings on to our clients.
- Developed the agency's first content management system that assured that all creative assets were available throughout the corporation both domestically and globally in consistent formats.



**ABC/CAPITAL CITIES** (Disney), New York NY Sep 1994-Apr 1995

### Art Director

Reported to the Senior Art Director. Member of team responsible for producing six weekly trade magazines.

**DL+A ARCHITECTS**, Secaucus NJ Jul 1985-Sep 1994

### IT Director

Reported to the owner and founder, responsible for installing and maintaining the firm's first IT and Autocad installation.

## Education

City College, New York, NY, 1992; Course completion for AA in Mathematics (minor: Architecture)

Stuyvesant HS, New York, NY, Academic Honors: Mathematics, 1988

## Tools + Applications

**Web:** CSS, PHP, XHTML, SQL, Flash **Data:** Excel, Access **Graphics:** Illustrator, Photoshop, Freehand **Video:** Premiere, Final Cut  
**Print:** InDesign, Quark, Acrobat, Word **Presentation:** Powerpoint ... **troubleshooting and integration across all applications**