

Matt Staller

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Experience Summary

Brings a unique blend of experience to problems from the executive/strategic to the technical/tactical. Demonstrates exceptional ability in meeting deadlines and delivering projects. Designs and implements processes and controls to improve decision-making and reduce costs. Noted for creative solutions to difficult issues and ability to quickly grasp the essence of new tasks. Goal oriented.

Professional Background



i3 RESEARCH (UnitedHealth Group), Brentwood, Tennessee 2004-Present
Corporate Communications

Reported to the Directors of Sales, Marketing and Business Development. Charged with improving internal and external corporate communications.

- Reviewed the internal process and product of existing paper and digital communications targeted toward multiple constituencies: internals, management, prospects and clients.
- Designed, developed and implemented a system of improvements, including: an MS Word template document that has been adopted for use in sales opportunities throughout the organization; and a roll-out of graphically updated (and technically sound) series of MS Powerpoint templates that have been similarly distributed for company-wide use.
- Led several deadline-sensitive initiatives within the larger organization, up to and including C-level executives and board-level management.
- 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, New York 1995-2004
Operations Manager

Reported to the Directors of Operations and Media Services. Implemented comprehensive improvements in corporate communications, internal processes and data management.

- 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.
- Designed and implemented a process to integrate the presentation of individual operating divisions (i.e., Creative, Media, Account, New Business) into a single, unified offering, resulting in new business wins and retention of existing business.
- 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 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, New York 1993-1995
Art Director

Reported to the Senior Art Director. Responsible for producing six weekly trade magazines.

DL+A ARCHITECTS, Secaucus, New Jersey 1985-1993
IT Director

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

Education

Mathematics, CCNY, New York, New York, 1992; Course completion for AA in Mathematics
Stuyvesant HS, New York, New York, Academic Honors: Mathematics, 1988

Tools + Applications

OS: UNIX, PHP/SQL, Windows, Mac OS **Web:** Dreamweaver, GoLive, ImageReady **Data Analytics:** Excel **Graphics:** Illustrator, Flash, Photoshop, Freehand **A/V:** Premiere, Final Cut **Print:** InDesign, Quark, Acrobat, Word **Presentation:** Powerpoint