

Matthew J. Gillis

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Profile

Spring 2012 MBA candidate of the charter Global MBA program at Johns Hopkins. Concentrating in marketing and healthcare. Proven business development experience with a variety of companies, including a top ten e-retailer, a business-to-business publishing firm, and an international sporting organization. Strong leadership abilities with experience in relationship building, collaboration, brainstorming, and conflict resolution. Developed marketing and fundraising initiatives from the planning stage to execution while analyzing ongoing results. Expertise in marketing strategy, project management, web programming, data analysis, and customer management strategies.

Education

Johns Hopkins University Carey Business School

Expected May 2012

Master of Business Administration - Global MBA, Marketing and Healthcare Concentration

Relevant Coursework: Economics of Healthcare, Health Care Delivery Systems and Strategy, Managing Medical Services, Competitive Intelligence, Managerial Decision Behavior, Business Negotiations, Digital Marketplaces, Strategic Options, Entrepreneurial Marketing, Research for Customer Management, Advanced Marketing, Customer Relationship Management, Integrated Marketing Communications, Project Management.

Student Associations: Toastmasters International, Healthcare Business Association, Communications Club, Technology and Innovation Club, Entrepreneurship Club, and Carey Serves

University of Michigan

September 1998 - December 2003

Bachelor of Arts, American Culture – Politics and Society

Student Associations: Men's Rowing Team, Children's Theatre, Detroit Project Community Service

Specialized Experience

Discovery to Market Project

Sept 2010 – May 2012

Greenbelt, MD

- Primary client contact/project liaison for a commercialization and marketing strategy proposal for new electronic medical record clinical decision support product
- Produced market research, competitive landscape, feasibility analysis, and business model strategy

Innovation for Humanity Project

Sept 2010 – Feb 2011

Kigali, Rwanda

- Consulted with a private medical clinic to improve efficiency through patient focused operation process
- Developed a database solution that continues to meet the needs for bill processing and patient records management
- System responsible for planned clinic expansion in 2012

Professional Experience

Intern, Customer Fulfillment

May 2011 – August 2011

QVC, West Chester, PA

- Developed a strategy to leverage business intelligence best practices in order to improve communication and efficiency leading to substantial cost savings on the enterprise level
- Analyzed current reporting methods and customer relationship management strategies for the company
- Presented findings to senior leadership and garnered support for a significant reorganization of business processes

Web Designer, Programmer, Owner

Jan 2009 – Present

Gillieo Media, Baltimore, MD

- Consulted with clients to design and implement web strategies based on marketing objectives and brand promotion
- Focus on search engine optimization, search engine marketing and pay-per-click techniques
- Ensured a strong focus on client education through personal training, written user guides and ongoing customer support
- Produced photography, copywriting, and publicity media for publication in print and online news sources

Webmaster

Oct 2007 – Jan 2009

North American Publishing Company, Philadelphia, PA

- Managed the online presence for 15 business-to-business industry journals, 17 websites, and 19 e-newsletters
- Led development on a major IT integration project which moved all existing websites and content assets to a new \$500,000 content management platform

- Primary lead for template and code translation, employee training and support
- Ensured website accessibility across a variety of browsers and utilized search engine optimization techniques to meet advertising and business needs

Media Manager and International Disc Golf Center Superintendent

Oct 2004 – Jul 2007

Professional Disc Golf Association, Augusta, GA

- Served as lead technology coordinator for 30,000 member international non-profit sporting organization
- Developed marketing campaigns to improve the visibility of the organization through print and online communications
- Directed a fundraising campaign which raised \$75,000 for the development of the International Disc Golf Center
- Planned, organized, and executed multiple large scale events, including the Professional and Amateur World Championships, membership banquets, and community outreach programs
- Managed the construction of a 100 acre recreational facility by working with project stakeholders, independent contractors, and regulatory bodies, including the Army Corps of Engineers, Columbia County officials, course designers, and sponsors
- Elected member of the International Board of Directors: July 2008

Skills/Additional Information

Software Expertise: Windows, OSX, Linux, Microsoft Office, Microsoft Project, Bloomberg, SAP, SPSS, Cognos, Microstrategy, Photoshop, InDesign, Illustrator, Dreamweaver, Fireworks, Flash, Apache

Programming Languages: Expert knowledge of HTML, CSS, PHP, SQL, XML, and JavaScript. Experience with .NET, .ASP and ColdFusion

Web Technologies: Drupal, Wordpress, Nstein (OpenText) CMS, CMS Made Simple, Subversion SVN, Tumblr, Twitter, Facebook Apps, Google Analytics

Professional Associations: American Marketing Association, Project Management Institute, Strategic and Competitive Intelligence Professionals

Additional Languages: Proficient in written and spoken Spanish