

Matt Clark
Blood:Water Mission Experience
As Partnership Manager and Web Engagement Coordinator

Partnership Manager:

- 1) Created and developed the Know.Love.Act Church Partnership Program (and guide)
- 2) Developed a Third Party Partnership process of development
- 3) Developed strategic partnerships with online third-party business partners and local businesses in the Nashville community for
- 4) Managed all strategic relationships with Churches, Schools, Third-Party Partners, and grassroots supporters

As Web Engagement Coordinator:

- 1) Created and developed a Communications Request form and process for interdepartmental marketing requests
- 2) Created new photo tagging system for marketing team for Africa photos
- 3) Developed the Marketing Recap form - a teamwork/project management document and system
- 4) Developed Web Strategy for 2012-2013
- 5) Developed Email Strategy for 2012-2013
- 6) Developed Social Media Strategy for 2012-2013
- 7) Copy writing for Emails, Blogs, Social Media, and Web
- 8) Ran all Social Media, Email, and Web updates from 8/1/12 - 5/1/13
- 9) Co-created the Deck the Stalls, Turn It Red, and Give-A-Dam campaigns
- 10) Edited/improved other seasonal campaigns including Lemon:Aid and 40 Days of Water

A) Social Growth from 8/1/12 - 5/1/13

1. Twitter Followers Increase from 20,987 to 28,843 (+7,856 or 37.5%)
2. Facebook Page Likes Increase from 8,988 to 15,148 (+6,160 or 68.5%)
3. Email List Increase from 29,970 to 43,854 (+13,884 or 46.3%)

B) Web Projects:

- 1) Designed new email layouts (Master, C:B, Major Donors, & Tumaini)
- 2) Developed in-house website facelift
- 3) Developed the new Partner/Country pages
- 4) Developed the new Artist/Advocate pages on Populr.me
- 5) New CRM integration into 40days.bloodwatermission.com