

# MATTHEW STEFAN

Thornton, CO 80241

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Authorized to work in the US for any employer

## Work Experience

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### **Equine Therapist/Farm Hand**

Miracles Therapeutic Riding Center - Lafayette, CO

October 2023 to Present

Equine Therapist. Teach individuals with special needs how to manage and ride horses for therapeutic reasons.

Duties also include equine management, barn and stable management. These duties were primarily performed at Clearview Stables.

Outside Sales/Project Manager

Americano Roofing and Development -

Baton Rouge, LA

September 2020 to November 2022

- Generated over \$3M in sales.
- Secured 400 sales contracts.

### **Outside Sales/Project Manager**

A&A General Construction - Baton Rouge, LA

January 2018 to September 2020

- Generated over \$2M in sales.
- Secured 300 sales contracts.

### **Outside Sales/Project Manager**

Samayoa Roofing - Baton Rouge, LA

August 2017 to January 2018

- Generated over \$400,000 in sales.
- Secured 100 sales contracts.

### **Outside Sales/Project Manager**

Premier South Roofing & Sheet Metal - Baton Rouge, LA

March 2015 to September 2017

- Generated over \$3M
- Secured 300 sales contracts.

### **Outside Sales/Project Manager**

Jasper Contractors - Baton Rouge, LA

May 2014 to March 2015

- Generated over \$200,000 in sales.

- Secured 100 sales contracts.
- Resigned as the result of Jasper Contractors closing down Baton Rouge operation.

### **Marketing Strategist, Business Development & Executive Producer**

Launch Media - Baton Rouge, LA

July 2012 to August 2013

- Successfully developed, implemented and sold new series of product offerings to corporations and nonprofits.
  - Sold, developed and produced video/media, events and marketing/communications strategies and promotional campaigns.
  - Responsible for new business development, web content, presentations, marketing and advertising.
  - Managed proposal development, budget development/profitability and project execution.
  - Managed team of Graphic Designers, Web Designers and Technical Support Staff.
  - Client list included: Worley Catastrophe Response, Albemarle, LaCap, Louisiana Technology Council, Beau Box Realty, Global Data Systems, BancorpSouth Insurance, 100 Black Men of Baton Rouge, Associated Grocers and The O'Brien House.
- Blue Spark Marketing Communications & Promotions - West Dover, VT  
& Baton Rouge, LA

### **National Sales Director, Creative Director, Executive Producer**

Bluespark Marketing - Baltimore, MD

March 2006 to March 2012

- Sold and produced corporate and special events and marketing/sales initiatives and promotional campaigns.
- Responsible for new business development and client acquisition.
- Managed proposal development, budget development/profitability and project execution.
- Managed team of Graphic Designers and Technical Support Staff.
- Client list included: The Coca-Cola Company, Mount Resort, Charter Schools, Royal Productions, Carpet One, Guarantee Service Team, Aire-Tite Products, Wish Picture Shows, Planet Pigskin Pictures, Capital Area United Way and Banker's Insurance.

### **Creative Director/Executive Producer**

Cramer Communications - Boston, MA

September 2004 to March 2006

- Generated over \$1.2M in gross sales and \$750,000 in profitability.
- Managed the concept/creative development, budget development and production execution of corporate events, video/film productions, interactive media productions and trade shows.
- Main client contact in creative/production/budget development and project execution.
- Client list included: Phillips - Norelco, JP Morgan, Business Objects, Serono, Inc., AMR Research, Johnson & Johnson and Merck.

### **Executive Producer**

P. W. Feats Communications, Inc. - Baltimore, MD

July 2002 to August 2004

- Generated over \$4M in profitability.
- Managed the concept/creative development, budget development and production execution of corporate events, video/film productions and media productions.

- Managed and contract resources relative to corporate events productions, video/film productions, media productions and trade show productions.
- Main client contact in creative/production/budget development and project execution.
- Client list included: Constellation New Energy, U. S. Foodservice, Binney & Smith (Crayola), University of Maryland Medical System & Shock Trauma, Verizon, NAACP and Neighbor Care.

## **Producer**

Caribiner Communications - Dallas, TX

January 1994 to August 2001

- Developed, managed and executed all aspects of video/film, multimedia, print, corporate theater and tradeshow productions.
- Developed and managed video/film, multimedia, print, corporate theater and tradeshow budgets.
- Managed team of Creative Directors, Producers, Graphic Designers, Writers, Technical Directors, Production Assistants, Production Coordinators and relevant pre-production and onsite production staff members.
- Main client contact in creative/production/budget development and project execution.
- Client list included: American Airlines, Dell Computers, Carlson Restaurants Worldwide (TGI Fridays), Overhead Door, Enron International, Nortel, MCI, The Coca-Cola Company, Honda Marine, Arby's Inc., BellSouth Mobility, Transquest, Bass Hotels & Resorts and Mercedes-Benz.

## Education

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### **Bachelor of Arts in Journalism/Advertising**

The Ohio State University - Columbus, OH

June 1990

## Skills

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- Exceptional revenue generation, critical thinking, problem solving, managerial, leadership, marketing, creative, production, project management, financial management, writing and communications skills. Extensive experience in customer/client relations, presentations, promotions and business development. Extensive managerial/supervisory experience. Proficient in numerous software programs (Microsoft Office Suite).
- Fundraising
- Organizational skills
- Construction estimating
- Construction
- Business development
- Account management
- Microsoft Project
- Sales management
- Direct sales
- Negotiation

- Relationship management
- Inside sales
- Team management
- CRM software
- Pricing
- B2B sales
- Project implementation
- Salesforce
- Cold calling
- Presentation skills
- Leadership
- Customer service
- Product demos
- Budgeting
- Marketing
- Proposal writing
- Outside sales
- Door-to-door
- Training & development
- Typing
- Spark
- Operations management
- Communication skills
- Sales
- Strategic planning
- Retail sales
- Project management
- Microsoft Office
- Research
- Technical writing
- Time management
- Roofing
- Financial management
- Canvassing
- Microsoft Excel
- Microsoft Word
- Microsoft Outlook
- Alarm system sales
- Solar sales
- Security system sales

- Technical sales
- Customer relationship management
- Lead generation

## Certifications and Licenses

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### **OSHA 10**