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ACCOUNT MANAGEMENT · BUSINESS DEVELOPMENT · BRAND MARKETING

Sales Expert with progressive experience managing cross-functional teams, cultivating opportunities, closing sales, and delivering product marketing strategies to ensure sustainable growth in the entertainment industry. **Team Leader** providing professional development opportunities that increase the capacity of sales teams and advance operational excellence. **Account Management Specialist** building and sustaining stakeholder relationships that optimize client engagement. **Operations Strategist** that generates revenue pipelines in target territories and market segments to advance financial objectives.

- Client Engagement
- Pipeline Generation
- Business Acquisition
- Sales Forecasting
- Customer Experience
- Training & Development
- System Improvement
- Vendor Negotiations
- Market Access
- Growth Strategies
- Digital Marketing
- Project Management

EXPERIENCE

GROUP SALES MANAGER

Jul. 2018 – Present

A.D. Players at the George Theatre · Houston, TX

Created sales strategies for group and large capacity season ticket sales. Identified and managed successful client relationships by providing superior customer service, leading to future sales and new membership procurement.

- Drove strategic plan, built group sales program, and created competitive discount program, which increased revenue for shows by 132% and group participation from purchasing 10+ tickets by 33%.
- Spearheaded community and organizational outreach initiatives to drive brand awareness strategies.
- Updated and modernized company website, which led to substantial increase in traffic during COVID-19 pandemic.
- Trained Box Office staff on business development and customer service strategies which increased capacity of team to deliver on sales objectives.
- Established digital marketing campaign which targeted relevant audiences and drove traffic to box office.
- Rebuilt rental department's back-end platform and contractual agreements to secure more facility rentals which increased revenue.

FOUNDER & SALES STRATEGIST

May 2017 – Present

Guerilla M · Houston, TX

Launched startup emphasizing guerrilla marketing sales tactics, relationship cultivation, and high-capacity solicitation. Provided consulting, branding, and operations expertise to improve client sales and marketing efforts to increase customer engagement.

- Offered content and technological assistance to strengthen direct marketing campaigns and CRM system management.
- Developed replicable marketing and communication content which increased consistency of branding and aligned with UX best practices.

ACCOUNT MANAGER

Jun. 2017 – May 2018

EventBank · Houston, TX

Head of U.S. customer service relations. Led company's marketing campaign to establish presence in North and South America.

- Cultivated relationships with Chambers of Commerce, economic organizations, tourism bureaus, and membership-based organizations worldwide to strengthen brand awareness.
- Exercised high level of product knowledge to effectively demonstrate all products in pre-sale demonstrations and increase lead conversions.
- Leveraged consultative selling approach to support membership-based organizations to establish and reach growth objectives.
- Implemented EventBank's marketing campaign strategy, including domestic travel on Chamber of Commerce executive conference circuit, cold calling, and hosting private events.

SCOTTSDALE AREA CHAMBER OF COMMERCE · SCOTTSDALE, AZ

Mar. 2015 – Jun. 2017

DATABASE & MARKETING MANAGER | Oct. 2016 – Jun. 2017

Promoted from Account Executive to establish in-house marketing department that promoted city's unique business environment.

- Created video series highlighting notable employer partnerships, which garnered revenue for both businesses and community, increasing company awareness of Chamber benefits.
- Hosted several promotional events to connect business with Chamber, resulting in increased membership.
- Produced and taught monthly marketing classes to help grow local businesses.
- Built and maintained several community organizations to enhance outreach initiatives.

MEMBERSHIP DEVELOPMENT ACCOUNT EXECUTIVE | Mar. 2015 – Oct. 2016

Orchestrated and produced promotional initiatives that highlighted Chamber principals and increased awareness of services.

- Established internal CRM to manage relationships with Scottsdale Area Chamber of Commerce Members while prospecting new members.
- Managed Chamber membership marketing, sales, and retention to increase brand awareness and revenue streams.
- Chamber representative at on-site events, ribbon cuttings, and offsite networking opportunities to strengthen Chamber's presence in community.

CLASS ONE CUSTOMER SUCCESS ADVOCATE

Jun. 2014 – Mar. 2015

Weebly · Scottsdale, AZ

Part of pilot team establishing Weebly's first and only customer success center.

- Provided tier 1 technical support for 30M+ customers to increase customer satisfaction metrics.
- Hosted focus groups and distributed surveys to better understand client needs and proactively offer support.
- Promoted to manager trainee to upskill existing representatives and increase capacity.

SPORTS ENTERTAINMENT SERVICES, ACCOUNT EXECUTIVE, GROUP SALES

Aug. 2013 – May 2014

Phoenix Suns · Phoenix, AZ

Planned large group events and themed nights for Phoenix Suns, Phoenix Mercury, Arizona Rattlers, Phoenix Symphony, Arizona Theater Company, Feld Entertainment, and U.S. Airways Center.

- Managed sales, marketing, and hospitality systems and processes to drive attendance and revenue.
- Prospected for new groups and increased book of accounts, exceeding quotas across all properties.

EDUCATION

Bachelor of Fine Arts, Intermedia/Multimedia

Arizona State University · Tempe, AZ

May 2012

COMMUNITY INVOLVEMENT

Equipment Manager | Deep Steel Thunder

Marching Owl Band Performer | Rice University

Event Associate | Rosie's House

Gatekeeper Committee | Houston Livestock and Rodeo

Facilities Guide | NRG Stadium

Member | Pro Sports Music Association