

# MATTHEW W. MORIN

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## Matthew W. Morin

20 Twin Brooks Circle, Bradford, MA 01915

Phone 603.856.6724

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### Career Objective

A position that will challenge me and allow me the opportunity to utilize my diverse skill set while working for an organization that is driven and supportive, with the potential for advancement.

### Professional Experience

Project Adventure, Beverly, MA March 2013 to January 22, 2018

Project Adventure is an innovative non-profit teaching organization and a respected leader in adventure-based experiential programming. For over 45 years, Project Adventure has been committed to its mission of producing life-changing outcomes by facilitating transformative group experiences.

#### Marketing & IT Manager

##### Marketing

Responsible for all day to day marketing efforts. Coordinate marketing activities, design and implementation of all content and collaborate on all major print projects.

- Manage and implement digital/online environment
- Organize trade shows - coordinate with staff to ensure delivery of materials and merchandise
- Plan and implement promotional campaigns
- Experiment with a variety of organic and paid acquisition channels, pay per click campaigns, event management, publicity and performance analysis

##### Technology

Oversee and manage technology projects. Coordinate project phases from development to installation.

- Ensure hardware and software, as well as, peripherals are functioning
- Support staff with technology issues and questions, such as, troubleshooting non-starting computers, replacing computer parts including hard-drives, and setting up device/phone connectivity
- Liaison between clients, vendors, and consultants to coordinate ongoing support relationship and new contracts with suppliers

Project Adventure, Beverly, MA &

Browne Center for Innovative Learning, Durham, NH Upon Contract 2003 to Present

#### Lead Facilitator

Incorporate program goals into course facilitation on both high and low elements and encourage participants to set goals, take positive risks and challenge personal boundaries while on course

- Facilitate High and Low Challenge Course and top rope climbing
- Manage and connect with groups ranging from 4th grade through adult
- Plan and execute sequences of activities related to goals and needs

New York Zipline Adventure Tours, Hunter, NY, March 2012 to March 2013

Bringing the first world class tour of its kind to the state, New York Zipline features the largest zipline canopy tour in North America.

#### Assistant General Manager

Assisted with the management of the everyday operations of the organization.

- Managed the safety of all guests and employees
- Supervised 50 staff members

Frost Valley YMCA, Claryville, NY January 2007 to October 2008

Frost Valley is a values-driven organization that fosters youth development, healthy living, and social responsibility through outdoor educational and recreational programs for all.

#### Teambuilding Director

Oversaw the coordination and administration of all aspects of an ongoing program including planning, organizing, staffing, leading, training, and controlling program activities.

- Managed and designed retreat experiences for more than 200 contracts annually
- Designed and implemented marketing and sales strategy
- Scheduled and managed staff training for over 65 employees

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Job Corps - Grafton Career Academy, North Grafton, MA February 2006, to January 2007

Grafton serves 206 residential students and 31 non-residential participants. It offers vocational training in 9 trades, a GED program and an online high school diploma program.

## **Peer Leadership Coordinator**

Responsible for overseeing and coordinating the Center's student leadership programs. Instructs and facilitates leadership classes and training programs and develops and prepares students for Center leadership positions. Oversees Student Government Association and acts as the student government advisor.

- Advised 50 trainees in Student Government and Conflict Resolution
- Implemented the Job Corps curriculum, in and out of the classroom
- Planned & facilitated monthly staff workshops

## **Education**

University of New Hampshire, Durham, NH

Department of Kinesiology

- Bachelor's Degree in Outdoor Education, 48 Credits Completed

Thompson School of Applied Sciences

- Associates Degree in Community Service and Leadership, May 2004

## **Community Involvement**

- NEOAir, Durham, NH Established December 2012  
Founder & Host "Shape Your Experience, Deepen Relationships, Inspire Growth."  
[www.neoair.org](http://www.neoair.org)
- Association of Experiential Education, Denver, CO  
North East Advisory Committee Member 2016 to present  
Regional Conference Convener 2015 & 2016

## **Current Professional Certifications & Trainings**

- Basic Life Support Instructor - American Heart Association
- Alpine Patroller - National Ski Patrol
- Level 2 Challenge Course Facilitator - Project Adventure
- Boy Scouts of America, Lifetime Rank of Eagle Scout

## **Digital Portfolio**

Url: <https://mattmorin.org>