

# MATTHEW DOWLING

## PROFESSIONAL SUMMARY

Resourceful and results-driven professional with hands-on experience successfully representing community members within multilayered governance and politics settings – coupled with demonstrated expertise in strategic marketing and multichannel media communications. Brings robust skill set in operational management, transformative leadership, large-scale events orchestration, and fundraising development to effectively achieve long-term programs objectives. Adept at liaising with key decision makers and broad community to cultivate beneficial relationships and drive sustainable growth.

## WORK HISTORY

### **Pennsylvania House of Representatives - State Representative**

*51st District | Fayette & Somerset County, 12/2016 – 11/2022*

- Elected to serve 68,000 constituents, while crafting innovative legislation to meet constituents' needs and adapt to rapidly changing social and economic conditions, as well as educating constituents, staff, and colleagues on public policy issues.
- Created engaging digital marketing plans and oversaw multichannel communications including Facebook, Instagram, Twitter, Website, email communications, and traditional media such as news releases, education events, and printed newsletter.
- Managed and coordinated high-performance team, fostering a culture of communication and inclusion to meet established results.
- Streamlined effective operations of four district offices handling over 10,000 yearly pieces of casework while cooperating with multi-disciplinary teams.

### **Coordinated 360 - Owner**

*2008 - Current*

- Developing marketing, public relations, and event management plans by assessing clients' requirements and providing personalized assistance to address needs.
- Designing and overseeing wide spectrum of communications for clients, including digital media (Facebook, Instagram, Twitter, Website, email communications) and traditional media (News Releases, Education Events, Printed Newsletter).
- Coordinating large-scale events for businesses, universities, and political candidates, crafting speeches and scripts, facilitating logistics, and maximizing attendee experience, resulting in client satisfaction and repeated business opportunities.
- Cultivating long-lasting beneficial relationships with multi-cultural clients and broad community to expand client base and drive business growth.

### **Boy Scouts of America - Development Director**

*Westmoreland-Fayette Council, 03/2012 – 02/2016*

- Served as senior financial officer of Westmoreland Fayette Council, focusing on developing and implementing strategic plan to raise vital funds for local council in cost-effective and time-efficient manner, as well as facilitating light-hearted and motivating settings for donors, board members, staff, and press.
- Defined structure for effective fundraising by handling grant writing, researching foundations and corporations, and implementing cutting-edge fundraising strategies.
- Conceptualized creating marketing and communications strategies to propel exposure and messaging, by analyzing market trends and addressing target audience.

### **District Executive & Senior District Executive**

*Westmoreland-Fayette Council, 01/2008 – 03/2012*

- Promoted to Senior District Executive after having served as District Executive for over three years, successfully representing interests of Council.
- Strategically planned and implemented membership drives and recruitment to keep membership within Braddock Trail over 500 youth.
- Orchestrated a full range of logistical components for complex, large-scale events, providing end-to-end project coordination of budgets, attendance, and volunteer recruiting and training in the fields of Youth Protection and Best Practices.
- Coordinated Navarro Golf Outing and Council Eagle Recognition Dinner.
- Liaised with Charter Partners, such as churches and service clubs, to ensure mutually beneficial relationships between Chartering Organizations.

## REFERENCES

Available upon request

724-322-6577

[mail.dowling@gmail.com](mailto:mail.dowling@gmail.com)

[LinkedIn](#) | [Biography](#)

## EDUCATION

**BS: Business Administration & Management, Waynesburg University, 2007**

## CORE COMPETENCIES

- Governance & Politics
- Multichannel Media Communications
- Digital Marketing & Advertising
- Social Media Engagement
- Innovative Writing & Content
- Market Trends Analysis
- Strategic Partnerships
- Events & Operational Management
- Public Relations & Press
- Fundraising Development
- Community Networking
- Opportunity Identification
- Transformative Leadership
- Team Training & Management
- Emerging Technology Integration

## SOFT SKILLS

- Results-Driven & Self-Motivated
- Integrity & Accountability
- Complex Problem-Solving
- First-Rate Attention to Detail
- Analytical Thinking
- Excellent Communication
- Time Management & Strong Organization
- Multitasking & Prioritization
- Relationship-Building & People-Centered

## ACCOMPLISHMENTS

- Rotary International Paul Harris Fellow, Major Donor, Paul Harris Society Member
- Get Involved! Inc. Fast Track Community Leader
- Fayette Chamber of Commerce Herman Buck Award (Citizen of the Year <40)
- Coauthor - "*Empowered in Pittsburgh*"

## AFFILIATIONS

- Current Port of Pittsburgh Commissioner
- Rotary District 7330 District Governor
- Rotary Club of Connellsville Past President
- Former Fayette Chamber of Commerce Board of Directors & Government Affairs Council Chairman
- Former Fayette County Behavioral Health Administration Board of Directors
- Former City of Uniontown Planning Commission member