

# MATTHEW B. BROWN

720-987-1179 | [matthew.b.brown@outlook.com](mailto:matthew.b.brown@outlook.com) | 12059 S. Tallkid Ct., Parker, CO 80138

## Skills

Advertising, branding, budget, city council meetings, communications, content management, community engagement, community outreach, crisis communications, editing, event planning, government relations, journalism, marketing, media relations, media training, photography, policy, press conferences, program management, project management, public affairs, public information, public meetings, public relations, publishing, social media, strategic planning, supervisory experience, video creation and production, websites, writing (articles, press releases, speeches, talking points, etc.)

## Job Experience

### **City of Aurora (Colorado)**

*Public Safety Strategic Communications Program Manager | Jan. 2023-Jan. 2025*

Responsible for media, communications and public affairs strategy for the police, fire and 911 dispatch departments. Managed relationships with media, created compelling content regarding public safety issues, and assisted with speeches, strategic messages, and talking points.

### **City of Reno (Nevada)**

*Communications Program Manager | March 2014-Dec. 2022*

Developed and disseminated key messages to inform citizens and help shape the perception of the City of Reno. Responsible for proactive, long-term communications and content planning for critical issues. Guided media, communications and public affairs strategy for 20 city departments, including police and fire. Led community engagement and media relations efforts, including working with Hispanic/Latino outlets, as well as crisis communications, event planning, press conferences, digital and print newsletters, reporting on weekly Reno City Council meetings, social media content and internal communications. Employed various writing executions, including press releases, social media, web content, speech writing, strategic message development, and advertising copy.

*Acting Director | Sept. 2016-Oct. 2017*

Led the Office of Communications and Community Engagement through a key transition period and served as a member of the City of Reno leadership team while maintaining my regular Program Manager job duties. Planned, directed, managed, and oversaw department activities to include budget development and administration, community engagement, the Reno Direct citizen service center, public relations, media relations, advertising and marketing while providing support to the City Manager. Implemented "Weekly Bulletin" employee email to help bolster internal communications.

### **Nevada Magazine (Carson City)**

*Managing Editor | Oct. 2007-Feb. 2014*

Managed editorial print and digital content for Nevada's official state tourism publication, including direct supervision of the Associate Editor and general supervision of the two-person design department. Created and managed all social media sites and blogs, produced videos for YouTube, co-hosted a weekly radio show and made weekly appearances on local NBC affiliate, KRNV News 4. Wrote articles, worked with freelance writers and photographers, distributes press releases and edited Nevada Magazine products to include six 80-page issues per year, e-newsletters, and various other special projects such as the 191-page 75<sup>th</sup> Anniversary Edition and a 150-page *Historical Nevada* book.

Associate Editor | Aug. 2006-Oct. 2007

**Reno Gazette Journal (Nevada)**

Reporter/Copy Editor | Dec. 2004-Aug. 2006

**Sierra Sun (Truckee, California)**

Sports and Outdoors Editor | Nov. 2003-Dec. 2004

## **Volunteer Experience**

**Youth Sports Head Coach**

Cherry Creek Little League (Aurora, Colorado) - baseball

Parker Recreation (Parker, Colorado) – basketball

U.S. Elite Youth Sports (Parker, Colorado) – flag football

**Reno American Little League (Nevada)**

Executive Board, Information Officer and Head Coach | March 2021-Dec. 2022

**Nevada's Center for Entrepreneurship and Technology (Reno, Nevada)**

Board of Directors & Vice President of Blog Content | Dec. 2014-Dec. 2019

## **Education**

**Bachelor of Art's, Journalism**

California State University, Chico (California) | 2003

## **Training**

**Public Management Certificate**

University of Nevada, Reno | 2018

**Integrated Emergency Management Course**

FEMA Emergency Management Institute (EMI) | National Emergency Training Center | Emmitsburg, Maryland | 2014

## **Awards**

**Folio 40: Most Distinguished Magazine and Media Professionals**

Folio Magazine | 2011

**Outstanding Journalist of the Year**

Nevada Press Association | 2011