



Mayor of Providence

David N. Cicilline

December 16, 2008

Honorable Members
Providence City Council
City Hall
Providence, Rhode Island 02903

Dear Honorable Members:

Pursuant to Sections 302(b) of the Providence Home Rule Charter of 1980, as amended, and Rhode Island Public Law of 1980, Chapter 84 I am this day re-appointing Mr. Matt Montgomery of 100 Freeman Parkway, Providence, Rhode Island 02906, as a member of the Providence Tourism Council for a term to expire in June 2012.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Cicilline", with a long horizontal flourish extending to the right.

David N. Cicilline
Mayor

DNC: ljp

IN CITY COUNCIL
JAN 8 2009

READ
WHEREUPON IT IS ORDERED THAT
THE SAME BE RECEIVED
A handwritten signature in black ink, appearing to read "C. M. Stetson", written over a horizontal line.
CLERK

Matt Montgomery

EXPERIENCE

5/05-present

Director of Marketing and Communications, The Museum of Art, Rhode Island School of Design, Providence, RI

- Create new department as Museum's first director of marketing, defining goals, priorities and key strategies
- Develop marketing initiatives and collaborations with community, arts, governmental, and cultural organizations
- Seek new sources of revenue such as hotel packages and custom merchandise
- Develop and implement public relations strategies and campaigns for Museum
- Serve as liaison to RISD Institutional Advancement to set development priorities and define key messages
- Support Museum Director's public relations opportunities by preparing remarks and initiating contacts
- Create tourism and travel partnerships and incentives for tour, bus, train, and travel operators
- Oversee Membership Manager, Museum Annual Fund and Membership Coordinator, Special Events
- Oversee production of publications, bimonthly Members' *News & Events*, E-marketing, and Web development

2/04-4/05

Senior Publicist, Department of Communications, Museum of Modern Art, New York, NY

- Developed, initiated, and managed public relations strategies and campaigns for Museum exhibitions and projects
- Wrote press materials, coordinated press previews, arranged curatorial interviews, book and supervised film and photography shoots, and implemented verbal and written pitches to art critics
- Developed and facilitated media efforts for Museum social events including annual benefits, galas, and fundraisers
- Supported departmental initiatives and Museum-wide publicity efforts including the reopening of the renovated and expanded Museum campus

5/03-2/04

Freelance Public Relations Consultant, New York, NY

Clients included: Rhode Island School of Design, Providence, RI (two projects); Susan Becher Public Relations, New York, NY; Greystone Valuation Services, Atlanta, GA; The Chandler Group Development Consulting, Charlotte, NC

1/01-4/03 (freelance contract through 11/03)

Senior Press Officer, Rhode Island School of Design, Providence, RI

- Served as primary media relations strategist, garnering significant national media placements for the Museum of Art, Center for Design & Business, and Collection, Annual Fashion Show and other projects
- Coordinated publicity efforts for Museum of Art, Museum Director, respective curatorial departments
- Wrote press materials and developed strategies related to exhibition promotions

Committees: Diversity Committee, Trends in the Media Initiative

12/98-12/00

Director of Communications, Atlanta College of Art, Atlanta, GA

- Served as primary media relations strategist and media relations manager garnering regional press attention
- Redesigned college publications, reorganized alumni database, managed alumni gallery; updated website
- Coordinated admissions advertising and publishing
- Wrote speeches, correspondence, and reports for College President
- Coordinated media clip reports to Board of Trustees

10/96-12/98

Public Information Officer, DeKalb County Public Library, Decatur, GA

- Served as primary public information officer, supervising print shop and press relations
- Wrote public relations policies, services and procedures and volunteer services manual
- Managed high-volume print shop including supervising print shop coordinator, graphic designer, and volunteer services director

9/93-10/96

Senior Editor, Emory University, Atlanta, GA

- Redesigned weekly faculty/staff University newspaper with new editorial and photographic features
- Managed production and design for weekly newspaper
- Coordinated all photography shoots and assignments
- Wrote regular feature articles on various faculty projects and research
- Designed and produced several printed pieces, managed website archiving and maintenance

Committees: President's Commission on Gay, Lesbian, Bisexual Concerns

3/93-9/93

Assistant Director of Public Relations, Armstrong State College, Savannah, GA

- Supervised publications department including Graphic Designer and Photographer
- Served as primary media relations strategist
- Wrote public relations policies and procedures for College President
- Redesigned College identity program including stationery and business cards

7/91-3/93

Assistant Director of Public Relations & Publications, Wesleyan College, Macon, GA

- Designed, wrote, edited and produced hundreds of printed pieces per year
- Served as media relations representative, pitching media opportunities to regional and national media

11/89-7/91

Public Information Specialist, Georgia State University, Atlanta, GA

- Served as "Student beat" and special events publicist
- Wrote for campus publications

11/89-present

Freelance writer, various publications including *ArtNews* and *I.D. Magazines*; *Southern Voice* newspaper, and others.

EDUCATION

M.A. in English Literature (4.0 G.P.A.), Georgia State University, Atlanta, GA, 6/96

B.A. English, Minor: Spanish, University of Georgia, Athens, GA, 8/89

Mass Communications coursework, Shorter College, Rome, GA, 8/85-5/87

HONORS/AWARDS/COMMUNITY INVOLVEMENT

Board member: Fusionworks Dance Company (2003-05), New Urban Arts (2006-)

Mayoral appointee, Providence Tourism Council, 2006-present

1995 CASE National Gold Medal for Internal Audience Newsletters for Emory Report

1994 CASE District III Special Merit (Internal Audience) and Award of Excellence (Publication Improvement)

1993 CASE District III Special Merit Award for Periodicals, Emory Report

1992 CASE District III Award of Excellence for "Her Story" advertisement campaign, Wesleyan College

1992 CASE District III Award of Excellence for "Barbiegate" General News Services, Wesleyan College

1992 CASE District III Special Merit Award for Total Publications Program

1991 CASE District III Conference Outstanding Advancement Newcomer's Scholarship to district conference

1990 Public Relations Society of America's Phoenix Award for an outstanding project for "The Georgia State University Inaugural Press Kit"

REFERENCES & PORTFOLIO

References from former employers and samples of work furnished upon request