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## CORE COMPETENCIES

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Marketing Plan Development and Implementation  
College Admissions and Recruiting  
Leadership and Sales Management  
Career Counseling / Student Advising

Student Coaching and Goal Setting  
Relationship Building and Networking  
Professional Classroom Instruction  
Discussion Facilitator  
Lesson Plan Creation

Employee Training and Development  
Policy Review and Implementation  
Writing and Editing Experience  
Conflict Resolution

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## PROFESSIONAL EXPERIENCE

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**Utah Valley University** – Orem, UT

*September 2014 to Present*

**INTERNSHIP LIAISON and BUSINESS FACULTY MEMBER**

*July 2018 to Present*

- Network and partner with employers in developing internships that have meaningful impact on learning outcomes.
- Collaborate with faculty in identifying specific companies where quality internship experiences will occur.
- Deliver workshops and coaching to students helping them develop skills to succeed, such as professionalism, effective communication, etc.

**MBA PROGRAM MANAGER** (Marketing, Recruiting, and Admissions)

*September 2014 to June 2018*

- Develop and implement successful marketing strategies to generate leads, applications and enrollments utilizing web optimization strategies, digital marketing, and print and social media.
- Effectively coach and mentor students in evaluating and implementing plans to attain career aspirations.
- Achieved substantial growth in quality and volume of applications from 2014 through 2017 by:
  - Creating and collaborating on new, print and online media advertising – content and purchasing
  - Providing direction and project management for website redesign
  - Establishing partnerships with corporations through outreach activities
  - Attending graduate and career fair recruiting events
- Delivered a 100% increase in total enrollments from 2014 to 2017.
- Grew the MBA program from (3) cohorts of 30+ average students at one location to a high of (7) cohorts with average of 35 to 40 students across three locations.
- Opened two offsite locations: Adobe Campus and Thanksgiving Point, both in Lehi, Utah.
- Successfully managed the condensed, three month recruiting process for each of two new, off-campus cohorts. (Traditional recruiting period was eight months).
- Primary recruiter partnering with Adobe – Lehi Campus to deliver courses on their campus to their employees.

**FACULTY SUPPORT**, *Course – International Engagement, Spring Semester – 2017*

- Provided classroom support and instruction for students engaged in a consulting project for an internationally recognized lobbying firm based in Washington, DC.
- Coordinated travel and business engagement plans in two major U.S. cities in conjunction with the final project.

**Wright Career College/Mission Group Kansas** – Overland Park, KS

*October 2013 to January 2014*

**DIRECTOR of ADMISSIONS**

- Responsible for daily leadership and mentoring of admissions department and receptionist staff.
- Achieved record week of enrollments and start goal attainment in 2 months of employment that had not occurred in previous 16 months prior to my leadership at the Overland Park campus.
- Stabilized inconsistent enrollment, tracking and personnel management policies.

**Universal Accounting Center** – Murray, UT

*February 2012 to August 2013*

**ACCOUNTING BUSINESS DEVELOPMENT COACH / ENROLLMENT DIRECTOR**

- Delivered 3 hour, structured sales presentation to potential students and customers throughout the United States.
- Mentored students on how to develop employment and new business opportunities by implementing curriculum.
- Contact potential students who request information about course curriculum and training opportunities and provide individual program recommendations in a consultative sales process.

# Matthew H. Moon, MBA

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## **Corporation of the Presiding Bishop – Utah County North Region**

*Feb 2012-Jan 2013; April 2014-May 2015*

**SUBSTITUTE TEACHER, Seminaries and Institutes – April 2014 to May 2015**

**STUDENT TEACHER, Seminaries and Institutes – February 2012 to January 2013**

- Planned and provided organized lessons to high school students based on cultural relevance and moral values as found in the canonized scripture and teachings of The Church of Jesus Christ of Latter-day Saints.
- Instruction provided at three high schools in the Utah County, Utah area.

## **Broadview University – Orem, UT**

*April 2009 to November 2011*

**DIRECTOR of ADMISSIONS**

- Highest conversion rates for all inquiries among five campuses in region - years ending 2010 and 2011.
- Lowest turnover rate of all admissions teams in region 2009 and 2010.
- Successfully increased personally developed inquiries and conversion rates through coaching activities.
- Ensured compliance with federal and accreditation guidelines by monitoring and coaching memorized sales presentations to prospective students.

## **Stevens-Henager College – Murray, UT**

*November 2005 to May 2009*

**DIRECTOR of ADMISSIONS – June 2007 to May 2009**

- Increased number of starting students by 140% during 6 month period compared to previous 12 month period.
- Transcript evaluation and review and provided recommendation to Academic department for final approval.
- Delivered quarterly trainings to groups of 60 to 100 sales professionals to improve sales and follow-up procedures.
- Initiated and coordinated recruitment activities within community to develop new enrollments for the college.

**ADMISSIONS CONSULTANT – GRADUATE STUDIES and MEDICAL PROGRAMS – August 2006 to June 2007**

- Achieved top Admissions Representative in company of more than 30 sales professionals by initiating business to business sales presentations to hospital administrators at four major hospitals in the Salt Lake area.
- Top sales representative on Salt Lake Campus over 12 month period, 2006-2007.

**ADMISSIONS CONSULTANT – November 2005 to August 2006**

- Consistently increased enrollments and starting students through degree goal evaluation and follow-up activities.
- Converted 75% of enrolled applicants to students who began classes by resolving financial and individual obstacles.

## **Convergys – Murray, UT**

*December 1999 to November 2005*

**HUMAN RESOURCE RECRUITER – April 2000 to January 2002, April 2005 to November 2005**

- Followed stringent application and testing requirements for pre-employment screening process.
- Interviewed 100 plus job candidates weekly to hire them for entry level customer service and sales positions.
- Matched new hires skills and selection criteria and requirements for five clients of Convergys.

**TEAM LEADER, INBOUND SALES (AOL.com) – January 2004 to April 2005**

- Motivated and supervised sales representatives to achieve goals by following effective sales processes.
- Provided weekly coaching of sales reps coaching to sales reps through weekly one-on-ones that improved sales conversion and customer retention.
- Monitored performance and implemented quality improvement measures to for teams of 10 to 15 individuals.

**TEAM LEADER (DirecTV) – January 2002 to January 2004**

- Managed team of 15 to 20 customer service representatives and provided all coaching and training activities.
- Handled documentation and disciplinary actions in relation to Human Resource polices.

**ENTERTAINMENT CONSULTANT (DirecTV) – December 1999 to March 2000**

- Received and processed inbound calls for DirecTV satellite programming customers.

## **Franklin Covey – West Valley City, UT**

*July 1996 to September 1999*

**RECEIVING SPECIALIST**

- Maintained inventory accuracy of inbound product working closely manufacturing and distribution departments.

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## EDUCATION

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<b>Masters of Business Administration</b> – University of Phoenix	December 2007
<b>Bachelors of Business Management</b> – University of Phoenix <b>Double Major in Marketing</b>	May 2006
<b>Associates of Science, General Studies</b> – Salt Lake Community College	January 2004

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## ACCOMPLISHMENTS, AWARDS and VOLUNTEER EXPERIENCE

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### PRESENTATIONS GIVEN / TRAININGS ATTENDED

- UVU Summer University – May 2017: *“Where’s Your Bottleneck? and The Theory of Constraints”* (process improvement)
- UVU Summer University – May 2016: *“The One Minute Manager Meets the Monkey”* (time management, accountability and delegation)
- Directors of Admissions Training, Broadview University – May 2010: *“The One Minute Manager Meets the Monkey”*
- Corporate Sales Training Team, Stevens-Henager College.
  - Developed, coordinated and delivered customer service and sales process presentations to 80+ admissions and financial aid staff.
  - Lead Presenter: Admissions Consultant and Financial Aid Coordinator Trainings – October 2008, June 2008, March 2008, October 2008.
- Participant – Crucial Conversations training, Utah Valley University – May 2017

### AWARDS

- **Staff Award of Excellence** – Woodbury School of Business, Utah Valley University – 2016-2017 academic year
- 1<sup>st</sup> Place Exhibit for MBA Office, Business and Economic Forum, Utah Valley University – May 2015
  - Received award of \$2,500 for the MBA Office that provided scholarship opportunities for low-income students.
  - Judging completed by community leaders and donors on ability of exhibit to communicate program vision, quality of presentation materials and real-world relevance to students and community.

### COMMUNITY and CIVIC OPPORTUNITIES

- Growth Climate (*Relationship Coaching*) – January 2016 to Present
  - Participate in weekly certification meetings to become a “Growth Climate – Certified Relationship Coach”
  - Provided editing and proofreading services for 360-page manual associated with initial course, *Growth Climate: Basics*, including reformatting, grammar changes, content suggestions and revisions, and image re-creation.
- State Delegate, Utah County Republican Party – 2016 to 2018
- County Delegate, Utah County Republican Party – 2014 to 2016

### RELIGIOUS INVOLVEMENT

- Seminary Teacher Development course, Orem Institute of Religion – Spring Semester 2012
- President, LDSSA Institute Council – Sandy Campus, 1996 to 1997
  - Organized social activities for college age students fostering strong moral foundations and lifestyle choices.
  - Coordinated recruitment activities to increase student population in religious courses and at student activities.
  - Reviewed progress with Director of Institute in weekly staff meetings managing budget, resources, and personnel.
- Church Proselyting and Service Mission, The Church of Jesus Christ of Latter-day Saints
  - *North Carolina Raleigh Mission, 1994-1996*
- Boy Scouts of America – Eagle Scout